

# GIVING TUESDAY

**#GivingTuesday** is a global day to celebrate giving. It is always on the Tuesday after Black Friday and Cyber Monday and was conceived as an antidote to the consumerism of the preceding weekend. It started in the USA but now runs in 150 countries across the world. This will be the 7th #GivingTuesday in the UK this year.

**Links:**

<http://www.givingtuesday.org.uk/> - #GivingTuesday UK website

<https://www.youtube.com/watch?v=JJeVmRwYf6M> - #GivingTuesday video

**#GivingTuesday facts:**

- #GivingTuesday holds the record for the most amount of money raised online for charity in 24 hours.
- It's the only day of its kind; encouraging everyone to give back in whatever way they want, just because it feels good to give but without being prescriptive or imposing limits.
- 1 in 10 people choose to do something good on #GivingTuesday
- \$106+ million was donated globally through PayPal on Giving Tuesday in 2019
- More than £14.2 million was donated through donation platforms in the UK on Giving Tuesday
- It's the UK's top trending # on Twitter every year running, all day, which means great exposure for all companies who get involved.



**PGT #PayrollGivingTuesday 2020 T&C's/ matching criteria:**

1. All matching is a one-off and will be paid to charities in January 2021.
2. Matching will only be granted on donations made by employees of Organisations who confirm they are taking part in our campaign, in advance of Monday 23.11.2020.
3. Matching will only be granted on donations of £5+ per calendar month.
4. Matching will only be granted to donations made to charities featured on The Payroll Giving Team website ([www.thepayrollgivingteam.co.uk](http://www.thepayrollgivingteam.co.uk))
5. Matching will only be granted on donations made online via the Payroll Giving Team website page.
6. Matching will only be granted on donations between Monday 30.11.20 and Friday 04.12.20
7. Matching is not applied to one offs, the match will only apply to a regular monthly donation.
8. Matching will only be granted on donations which are confirmed by Payroll as having commenced.
9. Matching is up to and capped at £50 per charity chosen, per person.