

Press Release—For Immediate Release

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The Cupertino Library Foundation Joins the National #GivingTuesday Movement to Encourage Spending With A Purpose

NOVEMBER 27, 2013 -- CUPERTINO, CA—The Cupertino Library Foundation is taking the lead by being the first nonprofit in the city to take part in #GivingTuesday, a national effort to harness the collective power of a unique blend of partners—charities, families, businesses and individuals—to transform how people think about, talk about and participate in the giving season. The foundation’s goal is to be a part of the movement to inspire people to take collaborative action to invest in, and improve, their local community.

Taking place Dec. 3, 2013—the Tuesday after Thanksgiving—#GivingTuesday also harnesses the power of social media to create a national movement around the holidays dedicated to giving, similar to how Black Friday and Cyber Monday have become that days are, today, synonymous with holiday shopping.

The Cupertino Library Foundation joined the #GivingTuesday campaign to encourage area residents to invest in a strong, diverse community through donations that support the Cupertino Library. For nearly 20 years the foundation has served as the “go-to funding source” for enhancing key library programs and services that promote lifelong learning and personal growth, enhance early literacy and youth education, build and bridge diverse communities, provide access to information and technology for all, and support personal recreation and quality of life.

“We are proud to be a local leader in the #GivingTuesday movement, and we are excited to invite all Cupertino residents and local supporters of the Cupertino Library to join us by investing in the library’s success and future on Dec. 3,” said Beverly Lenihan, Cupertino Library Foundation board member and community leader. “A donation of any amount will help keep popular and innovative library programs and services available to the entire community.”

Seeing an opportunity to channel the generous spirit of the holiday season to inspire action around charitable giving, a group of partners, led by the 92nd Street Y in New York City, came together in 2012 to find ways to promote and celebrate the great American tradition of giving. The idea gained steam, and eventually more than 2,500 nonprofits and businesses that support charities participated in the campaign leading up to Nov. 27, 2012, the first #GivingTuesday. One online fundraising platform reported processing \$10 million in donations that day, and an estimated 50 million people were talking about #GivingTuesday on social media.

This year the number of partners has doubled to more than 5,000. #GivingTuesday is endorsed by the Committee Encouraging Corporate Philanthropy, the Dorothy A. Johnson Center on Philanthropy, the Giving Institute, Giving USA Foundation and InteraAction. Charity Navigator, Givewell and GuideStar are serving as Charity Advisors. VolunteerMatch is a volunteer advisor to #GivingTuesday.

"#GivingTuesday is a counter narrative to Black Friday and Cyber Monday because it reminds us that the spirit of the holiday giving season should be about community and not just consumerism," said Kathy Calvin, CEO of the UN Foundation, a founding partner. "The most meaningful gift we can give our children, loved ones, friends and neighbors is the commitment to work together to help build a better world."

Those who are interested in joining the Cupertino Library Foundation's #GivingTuesday initiative can visit [the foundation's website](#). For more details about the #GivingTuesday movement, visit the #GivingTuesday website (www.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>), and the #GivingTuesday hashtag on Twitter.

About the Cupertino Library

The Cupertino Library Foundation is a 501(c)3 corporation with the purpose [to raise money](#) to continue programs encouraging life-long learning and self-improvement through the Cupertino Library. It seeks major donations from corporations and the business community and from other foundations as well as individual donations and planned gifts and bequests. December 3rd the Foundation is participating in *Giving Tuesday*. For further information go to: www.cupertinolibraryfoundation.org.

About #GivingTuesday

#GivingTuesday is a movement to celebrate and provide incentives to give. It will culminate with a global day of giving on Dec. 3, 2013. This effort harnesses the collective power of a unique blend of partners—charities, families, businesses and individuals—to transform how people think about, talk about and participate in the giving season. #GivingTuesday will inspire people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate, and help create a better world. #GivingTuesday will harness the power of social media to create a global moment that is dedicated to giving around the world.

To learn more about #GivingTuesday participants and activities, or to join the celebration of giving, please visit:

Website: www.givingtuesday.org
Facebook: www.facebook.com/GivingTuesday
Twitter: twitter.com/GivingTues