

GIVING TUESDAY

MAKE A WORLD OF DIFFERENCE

2018 VITAL STATS

Over \$98 million in donations on Giving Tuesday globally through PayPal alone, up 53% on 2017

PayPal[™]



1.5 million people said they'd be more likely to do something for charity in the future as a result of Giving Tuesday



Feedback suggests over £7.8 million donated online in the UK on Giving Tuesday in 2018

GIVING TUESDAY



**600 million impressions
and 31,000 mentions
on Twitter**



**321 media mentions
of Giving Tuesday,
39% increase in partners
since 2017**



**Support from celebrities such as
Cara Delevingne, Stephen Fry,
Victoria Beckham, Dua Lipa
and Sir Richard Branson**



**#GivingTuesday
was UK's top hashtag
on Twitter**



**Giving Tuesday now runs in
over 55 countries**

SIGN UP NOW

at www.givingtuesday.org.uk

or contact givingtuesday@cafonline.org
to find out how you can get involved

@givingtuesdayuk



#GivingTuesday