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**Orlando Gives Joins the Global #GivingTuesday Movement**

***Pledges to Create a Culture of Giving Throughout Central Florida***

Orlando, FL November 4<sup>th</sup>, 2015 – Brought together by Tech4Good Orlando, six local nonprofit organizations (American Lung Association, Center for Independent Living in Central Florida, Rebuilding Together, The Grove Counseling Center, Central Florida Community Arts, and United Arts of Central Florida) have teamed up to create Orlando Gives, a collaborative initiative to create a culture of giving throughout Central Florida. Orlando Gives joined the fourth year of the #GivingTuesday movement, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. #GivingTuesday is held annually, occurring this year on December 1, on the Tuesday after Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday. #GivingTuesday kicks off the holiday giving season and inspires people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

Orlando Mayor, Buddy Dyer and Orange County Mayor, Teresa Jacobs shared their support in a statement: “The pilot program will encourage people in the Central Florida community to support local organizations. I understand that, if this pilot is successful, it will be expanded next year to include all nonprofits in Central Florida. I fully endorse the campaign’s motto, “Because Central Florida Matters” and hope the community rallies in support of this effort to reach this year’s collective campaign fundraising goal of \$250,000.”

In 2014, the third year of the movement, #GivingTuesday brought together 30,000 partners in 68 countries and registered 32.7 million impressions on Twitter, with its eponymous hashtag mentioned 698,600 times.

Those who are interested in participate in Orlando Give’s #GivingTuesday initiative can visit [www.orlandogives.org](http://www.orlandogives.org) to learn more about the pilot partners and how you can get involved.



### **About Orlando Gives**

Established as a collaborative effort to empower Central Florida donors to support communities and create a culture of giving – because Central Florida Matters. Six organizations, are working together as “pilot partners” to launch Orlando Gives this year on #GivingTuesday, December 1, 2015, the international day of giving. The partners have a vision to expand Orlando Gives in 2016 and beyond.

**Website:** [www.orlandogives.org](http://www.orlandogives.org)

**Facebook:** [www.facebook.com/OrlandoGives](http://www.facebook.com/OrlandoGives)

**Twitter:** [www.twitter.com/OrlandoGives](http://www.twitter.com/OrlandoGives)

### **About Tech4Good Orlando**

Tech4Good Orlando is a collaboration by the global and nationally recognized epicenters for nonprofit technology, TechSoup Global and Nonprofit Technology Network. Both organizations, in their own special way, are bringing a wealth of expertise and resources and give local communities around the world a platform to learn and grow from each other.

Our mission here in Orlando is to close the information gap and provide the insight and skills needed to guide our organizations forward in today’s tech-centric world. Throughout the year, Tech4Good Orlando will host monthly events, practical webinars, first-hand case studies and other insightful nuggets. We intend to serve as a Nonprofit Technology Resource Hub.

**Website:** [www.tech4goodorlando.org](http://www.tech4goodorlando.org)

**Facebook:** [www.facebook.com/Tech4GoodOrlando](http://www.facebook.com/Tech4GoodOrlando)

**Twitter:** [twitter.com/T4GOrlando](http://twitter.com/T4GOrlando)

### **About #GivingTuesday**

#GivingTuesday is a movement to celebrate and provide incentives to give—the 2015 iteration will be held on December 1, 2015. This effort harnesses the collective power of a unique blend of partners—nonprofits, businesses and corporations as well as families and individuals—to transform how people think about, talk about and participate in the giving season.

#GivingTuesday inspires 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 harnesses the power of social media to create a global moment 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](http://www.givingtuesday.org)

**Facebook:** [www.facebook.com/GivingTuesday](http://www.facebook.com/GivingTuesday)

**Twitter:** [twitter.com/GivingTues](http://twitter.com/GivingTues)