

**GIVING TUESDAY**

**2020 GUIDE FOR  
DC METRO AREA  
GENEROSITY**

BROUGHT TO YOU BY



[www.impact100dc.org](http://www.impact100dc.org)

## WHAT IS GIVINGTUESDAY?

GivingTuesday is an annual international day of generosity. This year, it's an opportunity to build the most inclusive day of giving yet, kicking off an entire season of giving through the end of a challenging year.

GivingTuesday is more than a hashtag. It's a chance to be part of something bigger than your single gift. There are many ways to do this, from joining a giving circle like Impact100 DC or just making sure you take thoughtful action on the day.

This year, #GivingTuesday falls on December 1. It's the first Tuesday after Thanksgiving, and as with every other GivingTuesday, it kicks off the traditional giving season that runs through the end of the year.

In 2019, donors contributed nearly \$2 billion in gifts on the day towards causes they care about.

Meanwhile, it's late 2020. It's normal to feel exhausted, worn out, or confused about how to make a difference. #GivingTuesday creates a moment of celebration around giving. It reminds us that giving back is not just another obligation—it's an opportunity to feel joyful and be part of a global, national, and local community.

### Washington, DC: The State of Our Giving

D.C. area residents have room to grow when it comes to our giving. According to the *Washington Post* in 2019, DC is well below the national giving curve despite the region's wealth. The D.C. metropolitan area has some of the highest median incomes in the United States, but those in the D.C. metro area give just 2.9% of their income to charity, below the national average of 3.1%. And it's not just regional—both neighboring Baltimore and Richmond have higher giving rates than we do.

Meanwhile, there's no shortage of local need. 32,000 children in D.C. live below the poverty line. On any given night, 1 in 100 D.C. residents experiences homelessness.



## GIVING: THE BIG PICTURE

Participating in #GivingTuesday—or participating in any philanthropic activity—is an opportunity to deepen your investment in a community and bring your voice to the table. It's good for others *and* it's good for you.

The evidence is pretty clear. People who give more to others experience deeper levels of satisfaction, and charitable giving often elicits a deep physiological response (one that causes pleasure).

It's also essential for community building and creates a positive feedback loop. According to a 2008 study involving the IZA Institute of Labor Economics, communities of people with high levels of giving tend to demonstrate greater satisfaction within the community than groups of people who do not give generously. Essentially, you're going to be happier in your community if it's made up of folks who give to one another. It's a reinforcing cycle (and one more reason giving circles like Impact100 DC are such a powerful mechanism).

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It turns out we are biologically wired to give.

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- Wendy Steele, Founder of Impact 100

In her 2014 TED Talk, "The impact of generosity," Wendy Steele shared evidence. Impact 100 chapters nationwide are currently responsible for over \$80 million in transformational grants. Those grants were made possible by women in Impact 100 giving circles—a large percentage of whom had never made a single gift of that size before.



# MOMENTUM IS GROWING

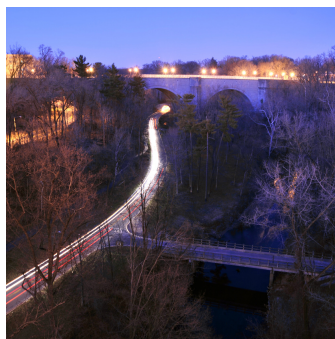
Giving is no longer just for the wealthy. In reality, it never was—they may not call themselves philanthropists, but families and individuals across income levels have always found ways to prioritize generosity. And more and more people are realizing that coming together is the best way to make gifts of any size go further.

Giving circles are a growing part of D.C. culture. Impact 100 DC is one of them, and in its inaugural year, we're finding that women of all ages and backgrounds are exactly what's needed to build a culture of giving back and help sustain growing, thriving communities in this metro area.

Meanwhile, GivingTuesdayNow was a brand new giving holiday on May 5, 2020 that launched in response to the pandemic. On May 5 alone, **people gave nearly \$2 million to DC area nonprofits in response to the unprecedented needs generated by COVID-19.**






D.C. donors have historically given more outside their communities. According to a 2018 Urban Institute study, there are a couple of factors: outsized focus on national and international charities, a bias towards thinking D.C. area challenges are the responsibility of the federal government, and social and residential fluidity.

If there's any year to turn that trend around, it's this one.



# HOW TO PARTICIPATE

It's December 1, 2020. How are you going to contribute this year?

-  Reflect on what's meaningful to you, and do some research. Even starting the process of looking into local nonprofits and organizations is a great way to celebrate #GivingTuesday and getting into the giving spirit for the rest of the season.
-  Make a gift of any size. Being a first-time donor for an organization is really special. In all likelihood, it's the start of a longer relationship with that organization—and that long term interest is what nonprofits often need most.
-  Learn how to maximize your gift — explore whether your company has a matching gift program, or take advantage of social media sharing to spread the word and involve others.
-  Volunteer your time. Practice social distancing and mask wearing if you're volunteering in person. Or, you can connect with people via phone or video chat, or conduct research or support operational activities on your own.
-  **Consider joining a giving circle.** We're biased, but we're pretty excited about Impact100 DC, and it's a great opportunity to learn more about how they work.

## ABOUT US Impact100<sup>DC</sup>

We are an all-volunteer women's philanthropic community dedicated to improving lives in the Greater Washington, D.C. area by collectively funding transformational grants to local nonprofit organizations. This is the inaugural year for Impact100 DC, and those who join by December 31, 2020 will be Founding Members. That's more than just a title— it's a reflection that in this challenging year, we're deciding to create a whole new pathway for change in our region.

Learn more and get involved at [impact100dc.org](https://www.impact100dc.org).

1. <https://www.givingtuesday.org/>
  2. "Charitable giving in D.C. is well below the national average," Washington Post, 9/29/19
  3. Is Volunteering Rewarding in Itself? *Economica*, Vol. 75, Issue 297, pp. 39-59, February 2008
  4. <https://www.cnbc.com/2019/03/20/the-highest-earning-region-in-the-us-isnt-in-new-york-or-california.html>
  5. The impact of generosity: Wendy Steele at TEDxBocaRaton, June 11, 2014
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