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YMCA Inspires Giving on Tuesday, November 30

***GivingTuesday:** Everyone has something to give, and every act of generosity counts.*

SASKATOON SK: As part of a global initiative, the YMCA of Saskatoon and CanadaHelps asks all Canadians to show their generosity on Tuesday, November 30th, during GivingTuesday, an international day of charity and unity.

GivingTuesday is all about showing support for communities, charities, and non-profits at home and worldwide. This year, as we continue to fight the COVID-19 pandemic, it's about finding opportunities to support our neighbours, the small businesses in our communities and those on the front lines that keep us safe.

“As we progress towards ending the global pandemic, we are encouraging Canadians as a whole to use this GivingTuesday as a way to connect with their communities, their neighbours and causes that are close to their hearts,” said Serena Dallas, Manager of Philanthropy of the YMCA of Saskatoon. “This is a day where we can rally together for a unified global day of giving. We know our communities are generous, caring and sharing. On November 30th, help us raise our one-day goal of \$35,000 so that children and their families have access to community programs, helping us not turn anyone away due to inability to pay. Come together in times of difficulty to help and give hope to one another.”

“Grassroots generosity and community action are powerful forces for good, especially in turbulent times,” said Marina Glogovac, President & CEO of CanadaHelps. “People can show their generosity in so many ways during GivingTuesday—whether it's helping a neighbour, advocating for an issue, sharing a skill, or giving to causes—everyone has something to give, and every act of generosity counts.”

Canadians can participate in GivingTuesday in a variety of ways:

- Supporting grassroots causes and community programs
- Donating to their favourite local, national or international charity
- Volunteering to help neighbours and community members while practising safe physical distancing
- Sharing stories of giving to encourage others to do the same

Since the onset of COVID-19, many charities have struggled due to cancelled fundraisers and interrupted revenue streams, while demand for their services is higher than ever. Canadians have responded extremely generously to the overwhelming need in our communities. CanadaHelps has seen a 139% increase in donors and a 92% increase in dollars given since mid-March. Whether through donations or other kinds of support, people have found that giving is a way to take positive action during a time when they may otherwise feel powerless. GivingTuesday is a day when all Canadians can celebrate generosity and continue to give together in this time of unprecedented need.

About the YMCA of Saskatoon

The YMCA story is about enriching communities and lives by helping people grow in spirit, mind and body. For over 114 years, the YMCA of Saskatoon has been a vital part of the Saskatoon community. Offering services ranging from fitness and health to swimming and camping, child care services, leadership training and international development, the list of YMCA service achievements goes on and on. Learn more about the YMCA at www.ymcasaskatoon.org, and follow us on social media.

Instagram: [@ymcasaskatoon](https://www.instagram.com/ymcasaskatoon)

Facebook: [@ymcaofsaskatoon](https://www.facebook.com/ymcaofsaskatoon)

LinkedIn: [@ymcaofsaskatoon](https://www.linkedin.com/company/ymcaofsaskatoon)

Twitter: [@ymca_saskatoon](https://twitter.com/ymca_saskatoon)

About CanadaHelps.org

Founded in 2000, CanadaHelps is a registered charity dedicated to increasing charitable giving across Canada. CanadaHelps.org provides a safe and trusted one-stop destination for making donations, fundraising, or learning about any charity in Canada. Over 2.6 million Canadians have donated over \$1.5 billion to charities using CanadaHelps. The organization also develops affordable fundraising technology and provides free training and education for charities so that regardless of size, all charities have the capacity to increase their impact and succeed in the digital age. For additional information, visit CanadaHelps.org or connect with CanadaHelps on [Twitter](https://twitter.com/CanadaHelps), [Facebook](https://www.facebook.com/CanadaHelps), [Instagram](https://www.instagram.com/CanadaHelps) and [LinkedIn](https://www.linkedin.com/company/CanadaHelps).

About GivingTuesday (#GivingTuesdayCA)

GivingTuesday unlocks generosity around the world to bring about real change in communities. It's about so much more than just fundraising: giving back in whatever ways we can, including volunteering, donating blood, donating food or clothing, spreading the word, or giving a financial donation. Across Canada and in over 75 countries around the world, GivingTuesday unites communities by sharing our capacity to care for and empower one another.

Join the conversation:

Website: [GivingTuesday.ca](https://givingtuesday.ca)

Twitter: [@GivingTuesdayCA](https://twitter.com/GivingTuesdayCA)

Instagram: [@givingtuesdayca](https://www.instagram.com/givingtuesdayca)

Facebook: [@givingtuesdaycanada](https://www.facebook.com/givingtuesdaycanada)