

Giving Tuesday

In 2012, the first Tuesday following Thanksgiving, Black Friday and Cyber Monday was designated Giving Tuesday, an observation to mark the start of the charitable season and support giving and philanthropy. Since its first year, which resulted in \$10.1 million in gifts, Giving Tuesday has grown dramatically. Last year, \$380 million was raised across more than 150 countries.* If you'd like to participate this year, here are some tips for effective giving:

Do your research. If you haven't identified your favorite charity/charities, make a list of causes you care about. Find organizations aligned with your passions. You may want to support a small, local nonprofit or an organization that makes a difference on a national or international level. Research your potential organizations. Visit their websites and social media to see how they talk about their goals and missions. Learn about their previous work and how efficient they are with donations by visiting sites like [CharityNavigator.org](https://www.charitynavigator.org) and [CharityWatch.org](https://www.charitywatch.org).

Give your dollars. An important way you can help is by contributing financially. Donations to 501(c)(3) charities and nonprofit organizations are tax deductible. But because the Tax Cuts and Jobs Act of 2017 nearly doubled the standard deduction, you may want to group multiple years of contributions into a single year to generate a deduction larger than the standard. You might also donate appreciated assets directly to a charity to reduce a taxable gain. If you're 70½, you can contribute up to \$100,000 from your IRA directly to a qualified charity without including the distribution as income.

Give your time or talent. There are other ways to lend your support besides giving money. You might serve on a board, create marketing videos, write newsletter articles, help plan a fundraiser, teach English as a second language, mentor a child or swing a hammer. You can reach out to your favorite nonprofit or look for opportunities on sites like [PointsofLight.org](https://www.pointsoflight.org) or [OnlineVolunteering.org](https://www.onlinevolunteering.org).

Give our office a call for more information on targeting your charitable efforts. We can also work with your tax advisor to help you and your causes get the most benefit from your gifts.

Kind regards,
Meghan

* <https://nonprofitssource.com/online-giving-statistics/giving-tuesday/>



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