

GIVING TUESDAY



BACKGROUND

#GivingTuesday, on December 1, 2020, is a global movement for giving, taking place each year on the first Tuesday following the busy Black Friday/Cyber Monday period.

Declared as the opening day of the giving season, it's a time when people join together and take time to give back. #GivingTuesday brings together the collective power of nonprofits, civic organizations, businesses and corporations, as well as families and individuals to encourage and amplify small acts of kindness around the world.

The goal is to unite communities by sharing our capacity to care for and empower one another.

ABOUT ONE GIRL CAN

One Girl Can empowers girls through education and mentorship to end the cycle of poverty and gender inequality. The organization is founded on a holistic model that supports a girl from the time she leaves primary school until the day she gains meaningful employment. The program includes building schools, teaching goal-setting workshops, providing mentoring, entrepreneurial training, internship support and leadership development.

One Girl Can was founded in 2008 by Lotte Davis. After establishing a successful haircare business in Canada with her husband, she ultimately decided to fulfill a longstanding passion to address gender inequality and decided to create opportunity for girls in Africa.

Over the past 12 years, One Girl Can has built over 100 buildings and structures, provided 860 scholarships to high school and university students, and mentors 9,400 girls annually.



@onegirlcansociety



One Girl Can



@onegirlcan

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CAMPAIGN DETAILS

- Partner brands donate part proceeds of sales to One Girl Can beginning from Giving Tuesday, December 1 (end dates vary depending on company). See full list of partners on page 3.
- Call to action: Support partner companies to support One Girl Can.
- Social media contest on December 1 with prizes donated by partner companies. Contest details TBC.
- Landing page: <http://www.auctria.com/auction/gift-guide>
- Hashtags:
 - #GivingTuesdayOGC
 - #OneGirlCan
 - #GivingTuesday
- See sample social posts on page 4.



KEY MESSAGES

WE BUILD.

- Good education starts with a dynamic learning environment.
- As part of the full rebuild of Ushirika School in the Kibera slum, building washrooms is a pivotal part of girls' success and retention in school.
- Access to a toilet can be the a top barrier of whether a girl continues with her education, as there is often shame and embarrassment of needing to use a toilet.

WE EDUCATE.

- Globally, One Girl Can provides high school and university scholarships and mentorship to girls who otherwise may not be able to attend because of fees.
- \$500 provides One Girl a scholarship to attend high school for one year.
- \$3,500 provides tuition, room and board, living allowances, a laptop and supplies for One Girl for one year of university.

WE MENTOR.

- Mentorship gives the girls in the program direction and guidance beyond just formal education so they can graduate to earn meaningful careers to give back to their communities and the world.
- Locally, One Girl Can is providing resources to schools and workplaces to share how gender equality is a fundamental right and why we must take action to build a gender-equal world.

- Every donation for the month of December will be matched by The Reed Family's Quasar Empowerment Fund (up to \$10k) to complete the washroom project.
- Starting Giving Tuesday, this holiday season, you can give back while giving to your loved ones. Find the perfect gift and stocking stuffers to complete your list.
- 100% of proceeds will go directly to building the washroom at Ushirika School to give the girls a dignified and clean environment while they are at school.



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PARTNER COMPANIES



The Corker Co is a human capital consulting firm based in Vancouver, BC, dedicated to crafting people strategies that put the heartbeat into the business bottom line.

The impact: 50% of proceeds of the “Manager Training” program from December 1 – December 31.



Woodlot is a Canadian line of premium, natural home & body basics created to inspire the beauty rituals of future generations who value clean-burning, plant based products.

The impact: TBC



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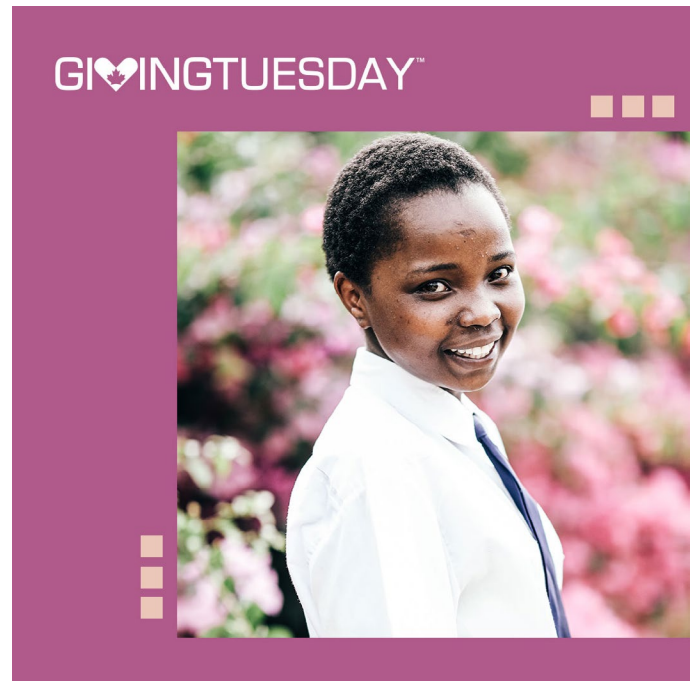


SAMPLE SOCIAL POSTS



Caption:
#GivingTuesday is December 1 and it's time to kick of the giving season. We are raising money for @OneGirlCanSociety to help provide scholarships and mentorship to girls to help impact gender equality.

Link in bio to donate or check out @OneGirlCanSociety to learn more.



Caption:
Did you know that December 1 is #GivingTuesday?

We are partnering with @OneGirlCanSociety to work for gender equality! We're recognizing what we need to do within to support a gender equal environment, as well as raise funds to help those internationally cross through the simple barriers they face every day.

Help us reach our goal of \$3,500 to sponsor a university scholarship for a girl.



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