

# NEWS RELEASE

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## United Way Rethinks “Giving Tuesday,” Celebrates “Thanking Tuesday”

[TOLEDO, Ohio] – This year, United Way of Greater Toledo (UWGT) is rethinking the annual event “Giving Tuesday,” and instead, will be extending their gratitude to generous corporate donors in what the organization calls, “Thanking Tuesday.”

Giving Tuesday is an annual, global occasion, which follows big-spending consumer events, such as Black Friday and Cyber Monday. The purpose of Giving Tuesday is to encourage individuals to make a “mindful and caring” monetary transaction to a nonprofit of their choice after a long weekend of material purchases.

“At United Way, we cannot express how truly grateful we are for the generous donations local companies and their employees pledge to our organization. Rather than asking for another donation, we want to thank them,” said Wendy Pestrue, president and CEO of UWGT.

On Tuesday, Dec. 3, UWGT employees will be personally thanking 50 of their “mid-level” corporate partners, who make an annual gift of \$8,000 to \$25,000. Their corporate donation supports education, financial stability and health investments across Lucas, Wood and Ottawa County.

Company leadership will be presented with a small, framed gift, which will feature a red feather and the saying, *Because Change Doesn't Happen Alone*.

“The red feather is a significant icon in relation to United Way’s 100-year history. Decades ago, red feathers would be distributed and worn on the lapels of United Way donors, displaying an individual’s generosity.”

Pestrue continued, “Hopefully this framed piece serves as a reminder to our partners, that it takes all of us working together to move our community forward, because, indeed, change cannot happen and does not happen alone.”

According to [givingtuesday.org](http://givingtuesday.org), last year, over \$400 million dollars were raised via 3.6 million online donation transactions.

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