

## Organization Impact

*Giving Tuesday Campaign: Impact at Large*



#GIVINGTUESDAY™

11.29.2016

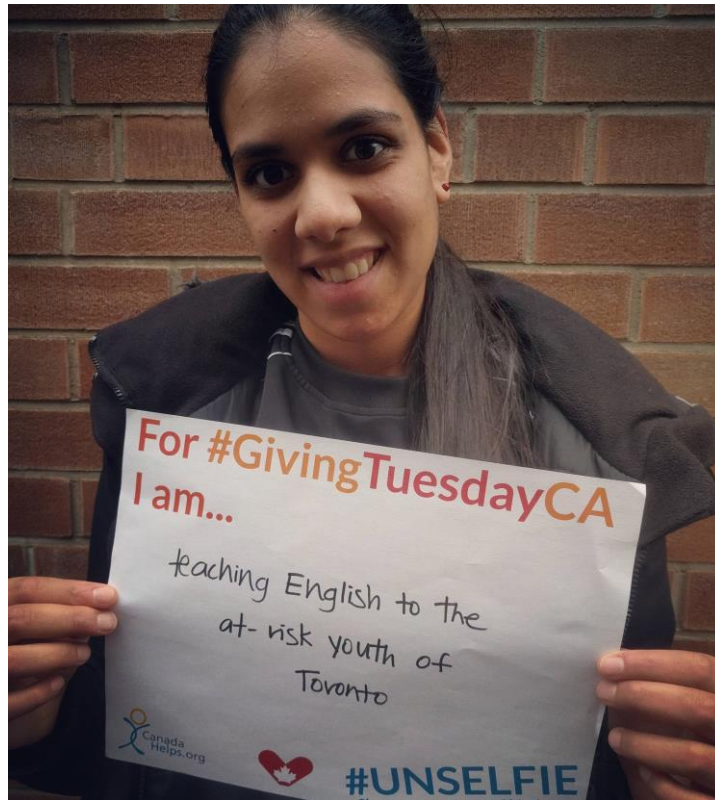
Coming off the heels of Black Friday and Cyber Monday, Giving Tuesday is a day for non-profits and charities where attention is turned from sales and purchases to volunteering and donations. A relatively recent phenomenon, Toronto Youth Development took part in this National Day of Giving through social media marketing and promotion to help spread awareness and raise funds for the at-risk underprivileged youth and children of Toronto.

Through our Twitter page ([@TorontoYouthDev](#)) we mobilized our followers by tweeting messages of kindness and information on what Giving Tuesday truly is about. On our Instagram platform ([@TorontoYouthDevelopment](#)), we had several of our staff and volunteers take selfies holding signs saying how they would be giving back to the children of TYD. Our website included a link for donations, with our homepage being updated to reflect the joys of the giving season.

Across all our media platforms, we received thousands of impressions, and hundreds of engagements. Even though the monetary response was modest, Toronto Youth Development played its role in impacting the online community by raising awareness and supporting major causes such as volunteerism and generosity.



*Program Director Felipe L. supports the cause by mentoring and developing the future leaders of tomorrow. Teaching good virtues and habits are integral to the creation of citizens of strong character. Thank you Felipe!*



*The importance of education can never be overstated. Thank you Rachel R. for teaching English to the girls of our programs, and showing them the importance of communication and literacy.*