

# Giving Tuesday

#GivingTuesday

A day for doing good. See inside for more information or go to [SanDiegoUnionTribune.com/giving-tuesday](https://SanDiegoUnionTribune.com/giving-tuesday)



ISTOCK PHOTO  
Donating to a local nonprofit on Giving Tuesday is an easy way to help make a difference in your community.

## A day focused on giving back

Giving to people in need has always been part of the holiday season, but that spirit of goodwill took a supercharged spin in 2012 with the creation of Giving Tuesday, a day devoted to supporting and encouraging good works. Eleven years later, Giving Tuesday has become a global effort that continues to reach new heights. According to an annual report by the GivingTuesday Data Commons:

- In 2022, people in the United States gave \$3.1 billion on Giving Tuesday, 15% more than in 2021 and 25% more than 2020.
- Last year, about 37 million adults donated to a charitable cause on Giving Tuesday, 6% more than in 2021

The original idea for Giving Tuesday came from the 92nd Street Y in New York City. The nonprofit encouraged people in its community to make the Tuesday after Thanksgiving a day focused on charitable giving. Soon, a broader movement was born. A separate nonprofit organization

called Giving Tuesday was later created to organize and promote the global giving effort and to provide data, ideas and content to maximize the reach and impact. From the start, social media has played a huge role. Charities and businesses use the hashtag #GivingTuesday to spread awareness and seek donations. People who are passionate about specific causes share posts and challenge friends and followers to join them in supporting their favorite charity. But it isn't all about the money. Giving Tuesday also encourages people to do good work in their local communities through volunteerism, helping neighbors, donating needed items to charitable groups, or just spreading small acts of kindness. Find ideas on how to give back, along with information about some of the needs here in the San Diego region, on these pages or by visiting [sandiegouniontribune.com/giving-tuesday](https://sandiegouniontribune.com/giving-tuesday).

STAFF AND WIRE REPORTS

## ON GIVING TUESDAY, YOU CAN HELP CHANGE LIVES IN SAN DIEGO REGION

This Giving Tuesday, San Diego-area nonprofits are relying on your support to help them provide much-needed services in our community. We asked a few local nonprofit leaders to share a little about their work, the successes and challenges they are facing, and how you can make an impact.



**Father Joe's Villages**  
**Deacon Jim Vargas,**  
president and CEO  
Father Joe's Villages' ongoing mission is preventing and ending homelessness, one life at a time.

**Q: How important are volunteers to your nonprofit?**  
Father Joe's relies upon the kindness of thousands of volunteers each year to provide our comprehensive services. Volunteers utilize their talents to serve people most in need, from preparing and serving meals to tutoring kids to maintenance and beautification projects. Our work would not be possible without the commitment of these volunteers.

**Q: How does a monetary donation benefit your nonprofit?**  
Private philanthropy generates close to two thirds of the funds needed for the comprehensive programs and services offered at Father Joe's Villages. Monetary support enables Father Joe's Villages to pivot programs quickly to the needs that we see in the community and to fund innovative new programs.

**Q: Does your nonprofit have an annual gala or main fundraiser planned for 2024?**  
Father Joe's Villages hosts three signature events including the annual Children's Charity Gala, the annual Golf Classic and the annual Thanksgiving Day 5K. All events benefit our neighbors experiencing homelessness. For more information about these programs, please contact [events@neighbor.org](mailto:events@neighbor.org) or call (619) 446-2115.

**Q: What impact does your nonprofit expect to make in the community in 2024?**  
Each year, Father Joe's Villages provides comprehensive care to an average of over 10,000 San Diegans experiencing

homelessness and serves 1 million warm, nutritious meals to hungry neighbors in need. In 2024, we hope to grow to meet the increasing need in our community, helping more neighbors leave homelessness behind than ever before. Learn more at [my.neighbor.org](https://my.neighbor.org).



**Jewish Family Service of San Diego**  
**Michael Hopkins,**  
chief executive officer

For more than a century, Jewish Family Service of San Diego (JFS) has empowered people of all ages, faiths, and backgrounds to overcome challenges, set goals, and build more stable, secure, and connected lives. JFS is dedicated to strengthening our San Diego community by working alongside individuals and families so they can break the cycle of poverty and move forward. Together, we create a stronger and healthier community where everyone can thrive.

**Q: How important are volunteers to your nonprofit?**  
JFS volunteers make our vital humanitarian work possible. They are a diverse group of San Diegans, united by their passion for serving the community. From delivering meals, and keeping older adults company, to welcoming refugees, and more—they are the heart of JFS.

**Q: How does a monetary donation benefit your nonprofit?**  
The community's support is what enables us to provide compassionate support and critical services throughout our community—including essential nutrition, housing, and transportation assistance—to more than 95,000 people annually throughout San Diego County. During November, your impact will be doubled thanks to the generosity of Evelyn and Ernest Rady.

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## Celebrate Our 10 Year Anniversary this Giving Tuesday

As a nonprofit organization we have provided SAN DIEGO with 120,000 hours of community service and completed over 17,000 community projects. The impact of this service has improved parks, supported the unsheltered and fed thousands in need.



*As always, I get great joy and a feeling I can't explain when I lend a hand. I greatly appreciate you giving me the chance to do this.*  
-S.S., Volunteer

Your donation isn't just a gift, it's a lifeline for community projects that directly affect our ability to mobilize our 47,000 Volunteers in Action. Let's Celebrate a Decade of Impact Together!

Invest in San Diego With A Gift Today

[hosd.org/anniversary10](https://hosd.org/anniversary10)







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# Giving Tuesday

**A day for doing good.** For more information  
or go to [SanDiegoUnionTribune.com/giving-tuesday](https://www.sandiegouniontribune.com/giving-tuesday)

## GIVING

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**Q: Does your nonprofit have an annual gala planned for 2024?**

Yes! Join us for the Heart & Soul Gala celebrating connection, community, and compassion on Saturday, May 18, 2024, at the Park Hyatt Aviara Resort in Carlsbad. Chaired by Cindy and Larry Bloch, and Lisa and Gary Levine, we'll be honoring Sharon and David Wax and the Shapiro Foundation for their generosity and community impact.

**Q: What challenges do you expect in 2024?**

For many San Diegans, the rising cost of housing, medical expenses, and basic necessities is threatening their stability and wellbeing. As our community's challenges continue to evolve, Jewish Family Service will continue to innovate and adapt our services to better meet the needs of the people we serve.

**Q: What impact does your nonprofit expect to make in the community in 2024?**

At JFS, we believe in caring for the whole person — from providing immediate needs to building long-term goals. By keeping people at the center of everything we do, we create sustainable impact that strengthens our community year after year.

Learn more at [jfssd.org](https://www.jfssd.org).



COURTESY PHOTO

### A Step Beyond James Wright, CEO

The mission of A Step Beyond (ASB) is to prepare students for success in college, career and life through dance education, academic support and family services. We serve up to 350 students from Title I schools in Escondido and San Marcos. Our program is unique because ASB makes a 10-year commitment to students, from 3rd through 12th grades, at no cost to families. ASB celebrated its 10-year anniversary this year, with our second student cohort entering colleges and trade schools after joining as 3rd graders in 2014.

**Q: How important are volunteers to your nonprofit?**

Volunteers are extremely important to ASB, supporting our college and career readiness programming by speaking to students about their career journeys, providing mentorship and helping students to develop essential skills for

the workplace. Volunteers also support academic tutoring, masterclasses in dance, food distributions for families and lend expertise on various ASB committees.

**Q: How does a monetary donation benefit your nonprofit?**

Monetary donations are crucial to the continued success of ASB and the community we serve. Our highly efficient organizational model and the support of our donors allows us to underwrite the entire cost of the 10-year program free of charge. Students are all members of local families who live at or below the poverty levels and lack opportunities for enrichment, intensive academic support or mental health services.

**Q: Does your nonprofit have an annual gala or main fundraiser planned for 2024?**

Our annual September wine tasting benefit features wines from around the world, rated no less than 90 points. Each spring, we host an ARISE performance and each fall, we produce "El Alebrije," a retelling of "The Nutcracker." Individuals, corporations and partner organizations may become event sponsors, buy tickets or simply give. Email [wendsley@a-step-beyond.org](mailto:wendsley@a-step-beyond.org) with questions.

**Q: What impact does your nonprofit expect to make in the community in 2024?**

Our 10-year anniversary signals a leap in our positive impact on the community by preparing greater numbers of students with tools to transcend poverty and succeed. Our expanded college readiness and scholarship resources are helping more students attend college and career programs aligned to their dreams. Our strengthened wellness services help keep students and their families stable through mental health and counseling services and emergency financial aid to avoid food and housing insecurity.

**Q: Why dance education?**

Dance education is a powerful way for youth to become engaged in their academic and career journey. Research indicates dance education enhances emotional well-being, reduces stress and mitigates symptoms of anxiety or depression. Strong kinetic dance arts programs activate multiple systems in students' brains, helping students make connections between new and past learning, holding their attention for longer periods of time and improving long-term recall.

Learn more at [a-step-beyond.org](https://www.a-step-beyond.org).



**Jewish  
Family  
Service**



**#GIVINGTUESDAY**

# Together

**We are Creating a Stronger  
and Healthier Community  
Where Everyone Can Thrive**



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doubling your impact!*

**[www.jfssd.org/GivingTuesday](https://www.jfssd.org/GivingTuesday)**



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