La Casa Norte Joins #GivingTuesday Campaign to Encourage Holiday Spending that Benefits Homeless

Dec. 2nd dedicated to National Day of Giving

Chicago, IL--On Tuesday, December 2nd, 2014, La Casa Norte will join the #GivingTuesday campaign in an effort to support a National Day of Giving. Following Black Friday and Cyber Monday, which have become days synonymous with holiday shopping, #GivingTuesday will harness the power of volunteering, donating and social media to support giving back to important causes like ending homelessness.

This year, La Casa Norte will be offering various ways in which volunteers and supporters can give back on #GivingTuesday including monetary donations and donating winter coats to the agency’s winter coat drive.

“We all know that Chicago winters are extremely harsh and it is critical we do as much as possible to support youth and families experiencing homelessness throughout this time,” says Sol Flores, Executive Director. “The exciting part about #GivingTuesday is it’s an opportunity for people to make a real impact at a time when our clients are most vulnerable,” she says.

In addition, La Casa Norte has received a commitment from Marcello’s Restaurant who’s Helping Hands Program will be donating 10% of total sales on Dec. 2nd.#GivingTuesday to support La Casa Norte’s mission.

La Casa Norte is welcoming monetary donations on this day and encouraging supporters to get involved with social media efforts to help raise awareness about #GivingTuesday by posting pictures of how they are committed to the #UNselfie movement on Dec 2.

#GivingTuesday began more than 3 years ago when a group of friends and partners, led by the 92nd Street Y (92Y) in New York, came together to promote the tradition of giving. Thought leaders in philanthropy, social media and grassroots organizing joined with 92Y to explore what is working in modern philanthropy and how to expand these innovations throughout the philanthropic sector. The concept of a National Day of Giving gained steam, and with the help of the United Nations Foundation and other founding partners, more than 10,000 organizations have joined the movement.

“#GivingTuesday is a counter narrative to Black Friday and Cyber Monday because it reminds us that the spirit of the holiday giving season should be about community and not just consumerism,” said Kathy Calvin, CEO of the UN Foundation. “The most meaningful gift we can give our children, loved ones, friends and neighbors is
the commitment to work together to help build a better world.”

Those who are interested in joining La Casa Norte’s #GivingTuesday initiative can visit http://www.lacasanorte.org/event/giving-tuesday or find more information on the agency’s Facebook and Twitter pages. For more details about the #GivingTuesday movement, please visit the #GivingTuesday website at www.givingtuesday.org.

La Casa Norte was founded in 2002 and has served more than 22,000 individuals who were at-risk or experiencing homelessness. The agency offers bi-lingual and culturally competent housing and support to youth and families throughout 43 zip codes in Chicago.

La Casa Norte’s mission is to serve youth and families confronting homelessness and is the largest provider of services to youth experiencing homelessness in the city.

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