CITY OF TRENTON

TRENTON, NEW JERSEY

Proclamation

BY THE MAYOR

"#GivingTRENTON Day"

WHEREAS, #GivingTuesday was established in 2012 as a National Day of Giving on the Tuesday following Thanksgiving and designed to leverage technology and social media to combat the consumerism associated with the post-Thanksgiving season;

WHEREAS, #GivingTuesday is a global day of charitable giving that encourages local communities to make charity "go viral" and to contribute to their local charities and nonprofit organizations while supporting their neighbors, rallying for good causes, and building a stronger community;

WHEREAS, the initiative has raised over $400 million for nonprofit work, engaging with 110 community coalitions in 150 countries in 2018 alone;

WHEREAS, the prerogative of #GivingTuesday is to highlight citizens working together to improve neighborhoods and to recognize and support the efforts of the nonprofit organizations within the community;

WHEREAS, the nonprofit organizations within Trenton are crucial to sustaining a healthy, happy, and safe community by providing critical services and programming;

WHEREAS, the City of Trenton hosts nearly 550 nonprofit organizations within its domain, which have provided resources and support for the community since their establishment, and thus #GivingTRENTON will rally those within our City to recognize and support the many ways those groups benefit our residents and neighborhoods; and

WHEREAS, establishing a #GivingTRENTON day on December 3, 2019 aids our nonprofits in the City of Trenton by promoting fundraising efforts that support their actions and acknowledge their contributions to the community.

NOW, THEREFORE, I, Reed Gusciora, Mayor of the City of Trenton, do hereby proclaim December 3, 2019 as **#GivingTRENTON Day.** Every nonprofit organization, and indeed every resident, in the City of Trenton is encouraged to participate by using the #GivingTRENTON hashtag via social media and other means to encourage and inspire donors to "give local" and keep resources in our community. While each nonprofit will spearhead its own fundraising efforts, every nonprofit will benefit from the publicity and philanthropy surrounding #GivingTRENTON.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Trenton, to be affixed.

W. Reed Gusciora, Mayor