

# November 28<sup>th</sup> is Giving Tuesday.

It's an opportunity to join a global movement of kindness. After the shopping spree of Black Friday and Cyber Monday, this day celebrates acts of generosity and kindness through **volunteering, donating and fundraising**.

Rising inflation, post-pandemic, has had an impact on all Canadians. Charities are feeling the effect profoundly. Many who donate regularly to charity have had to reduce their contributions. Some are looking for other ways to give back. Engaging in social advocacy, for example, is a great way to show support to those facing injustices in their communities. Canadians are encouraged to support the cause they care about to help others in their community.

CanadaHelps commissioned an Ipsos poll that was published this month. They found that 19% of Canadians plan to reduce their giving in 2023. At the same time **24% of Canadians say they expect to need support** from charitable services within the next six months to meet essential needs such as food, shelter, or health services. Charities are left to fill the gaps of inadequate government services. There was some good news – 13% of Canadians surveyed said that giving more was top-of-mind.

There are **many ways that you can help** others in your community, today and throughout the year.



## RANDOM ACTS OF KINDNESS

Giving Tuesday is about spreading kindness and doing what we can to uplift one another and our community. A simple act of kindness can do wonders for someone's day. It's easy to do. Pay for the stranger's meal or coffee behind you in line, leave a little something special for delivery workers dropping off packages at your door, or leave a kind note for your loved one's care team. Maybe the recipient will keep the good deeds rolling too! You can send a card to your loved one, or a staff member via **Send-A-Card**.

## SET UP A MONTHLY DONATION

Many communities across Canada are in dire need of support year-round. If you're able, the best way to support your community is with a monthly donation to a local charity. Monthly donations help charities plan ahead, knowing they have funding throughout the year. It also helps donors keep track of annual budgeting and charitable giving. Foundation information and donation forms can be found here **Donate**.

## VOLUNTEER AT CASSELLHOLME

The gift of time is a valuable way to give. Many charities are busy at this time of year and would welcome your time and talent. Whether the cause closest to your heart is ending homelessness, improving mental health, or advancing health care, find a way to get your boots on the ground and directly help those in need. For information about volunteering at Cassellholme see **Volunteer** or call Derek Callahan at 705-474-4250 ext. 896.

## **CASSELLHOLME PARTNERS WITH CANADAHELPS**

In August, CanadaHelps surveyed Canada's small charities and found that 41% saw an increase in demand for their services at the start of the pandemic. Only 5% have seen that demand return to pre-pandemic levels. It's clear that many Canadian charities, especially small ones, are struggling to continue their important work.

Giving Tuesday kicks off this important giving season. Many charities generate a large portion of their annual donations during this time. Last year, generous Canadians came together to raise \$13 million dollars through CanadaHelps. This year, with your help, we hope to exceed that. You can donate directly on the [CanadaHelps](#) website. You can also make a donation in person at the [General Store](#).

## **THE CASSELLHOLME GIVING TREE**

Cassellholme will once again have a gift giving Christmas tree outside the General Store. Tree ornaments display a [personal item needed by Residents](#). If you and your family are interested in participating, select an ornament from the tree. Bring your unwrapped gift to Mandy Gilchrist in the Activity Department on or before December 20<sup>th</sup> at 3:00 p.m. You can make arrangements by calling Mandy at 705-474-4250 ext. 223 or email [gilchristm@cassellholme.on.ca](mailto:gilchristm@cassellholme.on.ca).

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The 2023 Holiday Season begins with [Giving Tuesday](#). We invite you to consider helping those in need here in your community. Financial gifts are always appreciated, of course. We also want to spread kindness with simple actions. At Cassellholme we encourage everyone to come together to make a difference on a day that is all about giving back.

For more information, or to discuss ways to participate, call Derek Callahan, Enrichment Lead, Cassellholme at 705-474-4250 ext. 896 or email [callahand@cassellholme.on.ca](mailto:callahand@cassellholme.on.ca)

On behalf of the Residents and staff at Cassellholme – we would like to wish you and yours a safe and enjoyable holiday season.



**We wish you a delightful Giving Tuesday.  
May you receive love and kindness  
on this special day of sharing.**