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GCFLearnFree Joins #GivingTuesday Campaign

Annual Day of Giving Impacts Nonprofits Across the Globe

(Raleigh, NC) – GCFLearnFree, an online-based educational organization, has joined #GivingTuesday, a unique effort that harnesses the collective power of a unique blend of partners to transform how people think about, talk about, and participate in the giving season.

Coinciding with the kickoff of the 2014 holiday season, #GivingTuesday is designed to inspire people to take collaborative action to improve their local communities, give back in smarter ways to the charities and causes they support, and help create a better world. Taking place December 2, #GivingTuesday primarily uses social media to create a national moment around the holidays that's dedicated to giving, similar to how Black Friday and Cyber Monday have become synonymous with holiday shopping.

"We are beyond excited to join the #GivingTuesday movement," says Matt Robinson, director of distance learning for GCFLearnFree. "This movement has helped spread the word about organizations like ours that have never necessarily asked for donations before, or that have not had an opportunity to do so."

To donate to GCFLearnFree, visit gcflearnfree.org/support/donate.

About GCFLearnFree.org

Since 1999, GCFLearnFree.org has created and provided quality, innovative learning opportunities to anyone who wants to improve the technology, literacy, and math skills needed to be successful in both work and life. By delivering more than 1,100 lessons to millions of people in more than 200 countries ABSOLUTELY FREE, GCFLearnFree.org has become a worldwide leader in online education. A program of the Goodwill Community Foundation® and Goodwill Industries of Eastern North Carolina Inc. (GIENC), all GCFLearnFree.org® educational content is designed and produced in the GCF Global Learning® building in downtown Raleigh, NC.

About #GivingTuesday

Seeing an opportunity to channel the generous spirit of the holiday season around charitable giving, a group of friends and partners led by the 92nd Street Y in New York City came together two years ago to find ways to promote and celebrate giving. With the help of the United Nations Foundation and other founding partners, more than 10,000 organizations have joined the #GivingTuesday movement since its inception.

Keywords: GivingTuesday, giving Tuesday, philanthropy, charity, nonprofits