Give a child HOPE on #GivingTuesday

Monday 1 December, 2014

UK based children's charity, Hope for Children (HOPE), is asking the public to take an '#UNselfie' on #GivingTuesday to raise awareness of their work across Africa, Asia and the UK.

The philanthropic campaign, which has become a global movement since its launch in 2012, has been brought to the UK for the first time by the Charities Aid Foundation and Blackbaud. Taking place tomorrow on Tuesday 2nd December, after the sales of Black Friday and the online shopping boom on Cyber Monday, #GivingTuesday is a day devoted to charitable giving.

As part of this, HOPE who are a founding partner of #GivingTuesday UK, would like the public to get involved on the day and help good go viral by uploading an #UNselfie to social media with the hashtag #GivingTuesday. An #UNselfie is a self-taken photo which shows the cause that the person is supporting and how they are giving back. Supporters can also make an optional donation to the charity by texting HOPE to 70004.

The charity, which is celebrating its 20th Anniversary, was founded in 1994 by Dr Bob Parsons OBE to help poor and disadvantaged children across the world fulfil their potential and work towards a life they deserve.

Ed Fletcher, HOPE Business Development Manager, said, "It's not every day a charity founded just 20 years ago on a £5,000 legacy gets asked to become a part of an international campaign. Even less often do they get asked to become a founding partner! However, this is exactly what has happened to HOPE, and we couldn't be more excited to become part of the #GivingTuesday UK campaign.

"It is an international platform that will help HOPE reach out to people and communities all around the world that otherwise, would never have heard of us, or our cause. For a small organisation with big ambitions to help hundreds of thousands of vulnerable children in the next few years, #GivingTuesday is the opportunity we need to realise this vision.

We would love for the public to get behind this campaign and help give children hope by uploading their very own #UNselfie to social media."

To find out more visit: www.hope-for-children.org

Media:





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Scan Me:

Company Contact:

Hope for Children

T. 01442 234561
E. hope@hope4c.org
W. https://www.hope-for-children.org/

Additional Contact(s):
Please contact Ed Fletcher on ef@hope4c.org or call 01442 234561

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