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For Immediate Release:

Seacoast Community School Joins the Global #GivingTuesday Movement

Portsmouth, NH [Friday, November 20, 2015] – Seacoast Community School has joined #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide.

The school has kicked off its Annual Appeal to raise \$15,000 this year for its quality early learning classrooms and before & after school programs across Portsmouth and in Greenland, and will combine this effort with the #GivingTuesday movement.

Occurring this year on December 1, #GivingTuesday is held annually on the Tuesday after Thanksgiving (in the U.S.) and the widely recognized shopping events Black Friday and Cyber Monday to kick-off the holiday giving season and inspire people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

“We joined the Giving Tuesday movement because we understand the long-term benefits of contributing to our own community, its families, and inspiring future wellness for ALL children and families. As a not-for-profit leader in the early learning field, we partner with social service organizations to ensure school-readiness and impact the quality of life for seacoast children and parents every day,” said Deb Stokel, co-Executive Director of Seacoast Community School. “The annual campaign funds ensure that all children have access to quality early learning, and help us to retain the best professional teaching staff available.”

92Y – a cultural center in New York City that, since 1874, has been bringing people together around its core values of community service and giving back – conceptualized #GivingTuesday as a new way of linking individuals and causes to strengthen communities and encourage giving. In 2014, the third year of the movement, #GivingTuesday brought together 30,000 partners in 68 countries and registered 32.7 million impressions on Twitter, with its eponymous hashtag mentioned 698,600 times. Since 2012, online giving on the Tuesday after Thanksgiving has increased more than four-fold, based on findings by Blackbaud and the Indiana University’s Lilly Family School of Philanthropy, produced in partnership with the Case Foundation.

Those who are interested in joining Seacoast Community School’s #GivingTuesday initiative can visit seacoastcommunityschool.org. For more details about the #GivingTuesday movement, visit the #GivingTuesday website (givingtuesday.org), Facebook page (facebook.com/GivingTuesday) or follow @GivingTues and the #GivingTuesday hashtag on Twitter.

Founded in 1967, Seacoast Community School is a not-for-profit organization serving all families in the seacoast with quality early learning and before & after school programs at five locations across Portsmouth and in Greenland. Its Community Campus programs are accredited by the National Association for the Education of Young Children. Visit seacoastcommunityschool.org, or call 603-422-8223.

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