



Mayor Marvin Junkin & Pelham Town Council

20 Pelham Town Square, Fonthill, ON L0S 1E0

e-letter

July 11, 2024

Dear Mayor Junkin and Councillors,

On December 3, 2024, the businesses, charities, landmarks and residents of Niagara and beyond will come together for the 13th time to celebrate *GivingTuesday*.

GivingTuesday is a annual celebration that falls on the Tuesday immediately after the Black Friday/Cyber Monday weekend, and asks a simple question: will the community, after having spent so much during the year's hottest sales, look into their heart at the beginning of the Giving Season, and donate to their community's most vulnerable residents?

The answer is yes. Since 2012, *GivingTuesday*-related events and fundraisers have generated over \$11B for charities worldwide. In Canada, over \$50M was donated to charities on *GivingTuesday* in 2023, and in the Niagara Region, over \$300,000 has been donated by the community to partnered organizations on *GivingTuesday* since NiagaraGives' formation in 2021.

GivingTuesday presents an opportunity to inspire residents to do some good and give to the most vulnerable, and support from mayors and councils like you has been instrumental in that goal.

Mayor Junkin and Councillors, for the reasons above, please consider our request to have the date of December 3rd, 2024 proclaimed as "*GivingTuesday*" in the Town of Pelham.

Yours Sincerely,

Josh Bieuz-Yasyszczuk
Founder and Movement Lead, NiagaraGives
Regional Municipality of Niagara, ON