

Big Group Hug
PO Box 2009
Bundoora Vic 3083
www.biggrouphug.org



PRESS RELEASE

Contact:

Angela Wood
Big Group Hug
0423 243 040
angela@biggrouphug.org

Big Group Hug is joining the Global GivingTuesday Movement to provide aid to children experiencing poverty.

Melbourne – This GivingTuesday, Big Group Hug will celebrate giving by providing e

GivingTuesday, taking place December 3rd, is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage giving and to celebrate generosity worldwide. Every year, on GivingTuesday, millions of people across the globe mobilize to show up, give back, and change their communities. The goal is to create a massive wave of generosity that lasts well beyond that day, and touches every person on the planet.

Big Group Hug is a fully volunteer run organisation that relies on your generosity to provide aid to families like Neela's.

Neela loves her Daddy. He is strong and gives the best hugs. But Neela's Daddy doesn't lift her anymore. He spends a lot of time sleeping. No matter what she does, Neela can't seem to make her Dad smile like he used to. Things are also different around the house. They no longer have two cars and dinner is sometimes just toast, some days Mummy doesn't eat at all.

You see, Neela's Dad was diagnosed with a brain tumour six months earlier and the medical bills combined with the loss of income when he had to give up his job have hit this family HARD. Big Group Hug needs help to reach families like Neela's and the many hundreds of thousands of children living in poverty in Melbourne. GivingTuesday is your chance to make a difference this Christmas to families like Neela's. We are aiming to raise \$20,000 to pay for 6 months of rent so we can keep providing care when families need us most.

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“Poverty is not easy to talk about. Many of us who have all we need struggle to relate to the reality of not being able to clothe your child or have the money to send them on an excursion. We cant imagine waking to a traumatised child night after night having fled war and violence. We all want the best for our kids and Big Group Hug provides timely help at the most vulnerable time in a families life. We need help to keep our doors open for families like Neela.”

Founded in 2012, GivingTuesday has inspired millions of people to give back and support the causes they believe in. In just seven years, GivingTuesday has radically changed how we think about generosity and showed just how much power communities everywhere have to create change.

“Giving Tuesday is a global celebration of generosity: a dedicated day of the year when people donate their time, goods, or dollars, or the power of their voice to charities, causes and community groups,” said GivingTuesday director Cathy Truong.

“Since it began in the United States seven years ago, Giving Tuesday has reached more than 50 countries, from Liberia to Mexico. In 2019, China, Germany and Somalia will join in for the first time, and Australia is gearing up for its biggest ever celebrations nationwide.”

Ms Truong said Giving Tuesday had generated more than AU\$1.25 billion globally in donations since its inception, and millions of volunteer hours.

“Research shows Giving Tuesday does more than just move donations from one day of the year to another – it brings in money that wouldn't otherwise have been donated,” she said.

“No one owns this movement and organisations across the world have used the day to experiment with a new ideas for fundraising. We hope to see a bit of creativity here as well.”

Those who are interested in joining Big Group Hug’s GivingTuesday initiative can visit www.biggrouphug.org. For more details about the GivingTuesday movement, visit the GivingTuesday website (www.givingtuesday.org), Facebook page (<https://www.facebook.com/GivingTuesday>) or follow @GivingTuesday and the #GivingTuesday hashtag on Twitter.

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