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Casa Central is Joining the Global GivingTuesday Movement and Invites You to #BeTheLight

Chicago, November 24, 2020 – GivingTuesday, taking place on December 1st, 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 (almost 60 countries) 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.

“This year has shined a light on the responsibility that each of us has to one another, and the unlimited potential of our collective action to create positive change. GivingTuesday includes people from every walk of life and together, we demonstrate our common capacity to give,” explained Martin R. Castro, President and CEO of Casa Central. “As a united community, and with your support, we hold the power to heal, foster resilience, and build hope for the future,” Castro said.

Casa Central is calling on you to **#BeTheLight** for the thousands of individuals, children and families they serve. The financial support the Hispanic social agency receives on GivingTuesday, will allow them to keep doing what they do: transforming lives in our communities. During these challenging times, you are helping Casa Central to keep their direct care workforce serving on the frontlines, providing essential services to the most vulnerable populations during the COVID-19 pandemic.

Founded in 2012, GivingTuesday has inspired millions of people to give back and support the causes they believe in. Over \$400 million was raised online in 2018 to benefit a tremendously broad range of organizations, and much more was given in volunteer hours, donations of food and clothing, and acts of kindness.

“When GivingTuesday launched in the US in 2012, we believed that technology and social media could be used to make generosity go viral;” said Asha Curran, GivingTuesday’s CEO and co-founder. “We believed in the idea that people fundamentally want to give and to talk about giving; and that the social sector had the capacity to show more innovative leadership, creativity, and collaboration. People and organizations around the world proved us right. As we prepare for December 1, we’re energized and encouraged by the community’s generosity. The levels of creativity, effort and the quality of the new ideas people have contributed and shared are phenomenal.”

Those who are interested in joining Casa Central’s GivingTuesday initiative can visit, **bit.ly/YouCanBeTheLight**. 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.

About Casa Central

Casa Central was established in 1954 to address the needs of Chicago's growing Latino population. Now one of the largest Latino social service agencies in the Midwest, Casa Central served approximately 10,000 individuals in Fiscal Year 2019, pursuing our mission to "transform lives and strengthen communities with a special focus on Hispanics. Our network of social services propels a diverse population of all ages toward self-sufficiency and a higher quality of life." Our comprehensive bilingual, multicultural programs address the root causes of problems facing low-income individuals and families from throughout the City of Chicago and are focused in three areas: Inspiring Lifelong Learning among Children and Youth; Providing Safety and Fostering Self-Reliance for Individuals and Families; and Promoting Active, Healthy Lifestyles for Older Adults.

To learn more about Casa Central and its mission, visit www.CasaCentral.org or follow us on all social media platforms @CasaCentral.

GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in all 50 states and in countries around the world. GivingTuesday harnesses the collective power of a unique blend of partners to transform how people think about, talk about, and participate in the giving season. It inspires people to take collective action to improve their communities, give back in better, smarter ways to the charities and causes they believe in, and help create a better world. GivingTuesday demonstrates how every act of generosity counts, and that they mean even more when we give together.

To learn more about GivingTuesday participants and activities or to join the celebration of giving, please visit:

- Casa Central: bit.ly/YouCanBeTheLight
- Website: www.givingtuesday.org
- Facebook: www.facebook.com/GivingTuesday
- Twitter: twitter.com/GivingTuesday
- Instagram: instagram.com/GivingTuesday