



On November 27, the Jewish Federation of Grand Rapids is participating in a national initiative called GivingTuesday. Its timing, amidst a period of retail frenzy, is to help charities' bottom line. GivingTuesday was initiated in 2012 by New York City's 92nd Street Y. 92Y is a robust Jewish cultural center established in 1874. 92Y conceptualized GivingTuesday as a way of linking individuals and causes to strengthen communities and encourage giving. Truly a Jewish concept!

So, do not be surprised if a volunteer in our community calls you Tuesday, November 27. They may ask if you are familiar with the Jewish Federation. They may ask what you especially like about the programming and services we provide. They may ask what kinds of things you would like to see, or what we could do better. You will also have an opportunity to make a pledge if you wish. Of course, you can also make your pledge before or on November 27 without being contacted, if you prefer, as part of our *100 Days of Impact* campaign.

Thank you for joining us in this global conversation!

**Stop in our office on GivingTuesday, 2727 Michigan Street NE. We will be open 8 am to 8 pm with bagels and coffee.**