

[Community Corner](#)

Redlands Boys & Girls Clubs Join Giving Tuesday

Giving Tuesday is a social media-based 'global day for giving back' to nonprofits and community organizations.

By [Isatou Simaga \(Patch Staff\)](#) - November 28, 2016



From [The Boys & Girls Club of Greater Redlands Riverside](#): Boys & Girls Clubs of Greater Redlands-Riverside is participating in an online philanthropic campaign at both the international and local levels on the heels of Black Friday and Cyber Monday. The Club is promoting Giving Tuesday, and Give BIG San Bernardino County, which both encourage people to support nonprofits on Nov. 29. Giving Tuesday is a social media-based “global

day for giving back”, and Give BIG is a 24-hour event held on Giving Tuesday that aims to increase philanthropy in San Bernardino County through online giving. In the days leading up to and including Giving Tuesday, the Club is featuring six kids in online videos.

“We at the Boys & Girls Club recognize how important of a tool social media is to people who want to give back to their communities,” said Club CEO P.T. McEwen. “We wanted to communicate kids’ stories to people who might not be familiar with what we do.” Donors who support organizations participating in Give BIG San Bernardino County are randomly selected to get a “Golden Ticket,” which nets their charity more prize money.

Creating a culture of philanthropy is a major priority in San Bernardino County and the Inland Empire, where poverty rates rank among the highest in the nation. According to the Southern California Association of Governments, 19 percent of Inland Empire residents – and 26 percent of children – live below the poverty line. The videos are featured on Facebook, Twitter and YouTube, all under BeGreatIE.

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