On December 3rd, the Giving Tuesday sprinkles are coming back to campus as UVic celebrates this global day of philanthropy. For just 24 hours, the worldwide UVic community will be able to demonstrate how much the university means to us by giving back and paying it forward. Every gift, no matter the size, will create memorable learning opportunities for students.

This toolkit was created to help you join the fun and add sprinkles of your own. Throughout this document you will find:

- key messaging;
- a list of the faculty selected priority funds;
- an outline of the on-campus activities;
- ideas on how your and your team can get involved;
- social media resources.

We will also be sharing great content throughout the day, including pictures, videos and livestreams, be sure to follow the campaigns progress on the Giving Tuesday webpage (www.uvic.ca/givingtuesday) and on our social media channels.

We are so grateful for your support in growing this important campaign. If you have any questions, or need any additional guidance, please feel free to contact Danielle Mulligan, Annual Giving Officer, at 250-472-4498 or givingofficer@uvic.ca

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**Website**

www.uvic.ca/givingtuesday

**Social Media**

- @universityofvictoria
- @universityofvictoria
- @uvic
- University of Victoria
- @uvicalumni
- @universityofvictoriaalumni

**Hashtag**

#AddSprinklesUVic
The Giving Tuesday sprinkles return to campus on December 3rd and will be bigger and better than ever!

Over the last three years, Giving Tuesday has raised over $83,000 for student clubs and student led initiatives.

Giving Tuesday has helped students launch rockets, host conferences, put on case competitions, travel overseas to do volunteer work, and more.

It’s all about participating! Supporting Giving Tuesday is like adding sprinkles on the UVic student experience.

This year, Faculties have selected a student-focused, priority fund to promote and fundraise for through Giving Tuesday.

Visit [www.uvic.ca/givingtuesday](http://www.uvic.ca/givingtuesday) for more information on how to leverage Giving Tuesday to support your selected fund.

Top 5 ways to support UVic students through Giving Tuesday:

- Donate online at [www.uvic.ca/givingtuesday](http://www.uvic.ca/givingtuesday);
- Order a Giving Gram (a delicious sugar cookie) to be delivered to a faculty or staff member who has helped make your UVic experience extraordinary;
- Play Philanthr-opoly - a life size game of monopoly with a twist - for your chance to win prizes and have TD Bank Group donate $10 to the Giving Tuesday Fund of your choice;
- Purchase a coffee at a participating Food Services outlet between 8AM-12PM for the proceeds to be donated to Giving Tuesday;
- Visit our photo booth in the University Centre to help share messages of positivity and unlock matching funds with the hashtag #AddSprinklesUVic.

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**Event Details**

**December 3, 2019 9AM-3PM**  
The Fountain | University Centre | Online | Food Services Locations
Participation Checklist

Supporting Giving Tuesday is like adding sprinkles on the UVic student experience. Here are some ways that you can get involved:

Before Giving Tuesday:
- Visit www.uvic.ca/givingtuesday to learn more about the student-focused, faculty priority funds being promoted this year;
- Order a Giving Gram (a delicious sugar cookie) to be delivered to a faculty or staff member who has helped make your UVic experience extraordinary;
- Be sure to follow UVic on Facebook, Instagram and LinkedIn and help by share the posts leading up to December 3rd;
- On your personal or faculty social media accounts, share the stories, photos, videos, and graphics that the Giving Tuesday Committee will be distributing in mid-November;
- Schedule a meeting between 8AM-12PM for your team to visit a participating Food Services location where proceeds ($1 from drip and $2 from specialty) from coffee sales will be donated to the Giving Tuesday Funds.
- Remind your networks about Giving Tuesday and share why you will personally be giving back to UVic. Encourage all your followers to add sprinkles of their own by making a donation - or even matching yours!

On Giving Tuesday:
- Make a donation to the fund of your choice online at www.uvic.ca/givingtuesday;
- Text “SPRINKLE” to 20222 to donate $5;
- Share your support of Giving Tuesday on social media with #AddSprinklesUVic and help us unlock up to $2,000 in matching funds thanks to the Alumni Association.
- On-Campus Activities:
  - 8:00AM – 12:00PM: Proceeds from coffee sales ($1 from drip, $2 from specialty) at participating Food Services locations will support the Giving Tuesday faculty selected funds.
  - 9:00AM – 3:00PM: Stop by the Petch Fountain to play a life size game of monopoly with a twist – Philanthr-opoly – for your chance to win prizes and have TD Bank Group donate $10 to the Giving Tuesday Fund of your choice!
  - 9:00AM – 3:00PM: Visit the University Centre to take an #UnSelfie with FourFrames Photo Booth and “Chill and Charge” in the Used.ca lounge.
  - 11:00PM – 1:00PM: Try your luck in the Coast Capital Savings Giving Machine and help unlock up to $1,000 for the Giving Tuesday Fund of your choice. Find it in the University Centre.
Faculty Selected Funds & Food Services Locations

This year, each faculty has selected a priority fund to support during Giving Tuesday. Below is a list of each fund, and which Food Services location will be providing coffee by donation from 8AM – 12PM.

**Faculty of Business – Mystic Market**

The **Gustavson JDC West Fund** helps send a team of BCom students to Western Canada’s largest student-run business case competition. JDC West allows 50 of UVic’s most ambitious, hardworking and bright students to compete at a level like no other. Students grow, learn and evolve through this invaluable experience.

**Faculty of Education – Mac’s**

The **Africa Study Fund** supports students from the Faculty of Education traveling to/from university partners and projects in Africa. The funds will provide support for mobility costs such as travel, accommodation, tuition and fees, and other fees, as approved by the Dean, Faculty of Education.

**Faculty of Engineering – Nibbles & Bytes Café**

The **30 by 30 Women in Engineering Award** was established to honour the 30th anniversary of the Montreal Massacre tragedy where 14 women were murdered at the Ecole Polytechnique on December 6, 1989. In their memory, this award will encourage and support women pursuing an education in order to become professional engineers by providing one or more awards to women undergraduate students entering an engineering program at UVic.

**Faculty of Fine Arts – Arts Place**

The **Fine Arts Student Travel Fund** supports students travelling outside Victoria (in Canada or abroad) to participate in courses or programs offered or recognized by the Faculty of Fine Arts. Each year one or more undergraduate or graduate students will be awarded up to $500 to assist with mobility costs such as travel, accommodation, tuition and fees, provided there are applications of sufficient merit.

**Faculty of Human and Social Development – BiblioCafé**

The **Feet First Program** is a collaboration with UVic School of Nursing and Our Place Society in Victoria. The nursing students are given the opportunity to learn about foot hygiene services and how to provide care for their community practice placement. The nursing students are able to provide foot hygiene to Our Place family members in a non-threatening and supportive way for members of our community who are facing barriers to wellness.

**Faculty of Humanities – BiblioCafé**

The **Elias Mandel Award for Study Abroad in the Humanities** supports Humanities students who are studying abroad through courses, field schools, or programs offered or recognized by the Faculty of Humanities.

**Faculty of Law – Court Café**

**LawSuits** provides professional clothing - suits, shirts, dresses, pants, skirts, ties, belts, etc. - to students who are not be able to afford them for job interviews, professional development opportunities, and events. This resource is available to all Law students throughout the year, and the service is kept completely confidential. Students simply make an appointment, try on and borrow whatever they need, and return them to be cleaned and shared with other students in need.
Faculty of Science – SciCafé
The Women in Science club connects and supports female graduate and undergraduate students pursuing STEM (Science, Technology, Engineering, and Mathematics) fields. Through newsletters, social events, guest lectures and professional development seminars, this network is open to all genders and persons who want to contribute to the success of these women. Membership offers a variety of resources that aim to support and enable members to form relationships with peers, professors, and industry professionals.

Faculty of Social Science – Mystic Market
The Social Sciences Experiential and Community Based Learning Fund provides students with the opportunity to attend field schools. These experiential and intercultural short-term courses take students out of the classroom, conducting hands-on study and research in locations across Canada and around the world. They travel with a small group of students from UVic and other BC post-secondary institutions, working as a team under the guidance of UVic faculty members.

Continuing Studies – UVic Bookstore Starbucks
University 101 is a donor funded program that provides introductory academic courses to people whose economic and social circumstances normally pose obstacles to university education. The program aims to remove barriers to learning by providing meals and all course supplies, as well as bus tickets and childcare when needed. The program offers FREE, non-credit, academic courses that will introduce students to a wide range of university topics.

Grad Studies – UVic Bookstore Starbucks
The Neuroscience Graduate Student Association (NGSA) is a graduate student run organization that is committed to bettering the experience of neuroscience graduate students. They provide students with resources, discuss concerns, organize scholastic and social events, and celebrate student achievements.

Vikes – Halftime
The Vikes Student Leadership Awards are awarded to undergraduate or graduate students who are involved in and contribute to campus by either working or volunteering with Vikes Athletics and Recreation. The recipients are selected by designates of the Director of Athletics and Recreation based on commitment and performance criteria outlined in the application while contributing to furthering active healthy living.

Giving Tuesday Fund – The Fountain & University Centre Activity Stations
The Giving Tuesday Fund supports UVic student clubs and student led initiatives that directly benefit their university experience. In the past, this fund has helped students launch rockets, host conferences, put on case competitions and travel overseas to do volunteer work - all memorable learning experiences.
Social Media Resources

Here are some posts to help you share your support of Giving Tuesday and inspire others to do the same. Visit www.uvic.ca/givingtuesday for graphics and images to share too.

Save the Date Posts:

Save the Date! Giving Tuesday returns to campus on December 3rd. Over the last three years our generous campus and alumni community have raised over $83,000 for student clubs and student led initiatives - sprinkles that make the student experience extraordinary. #AddSprinklesUVic
Learn how you can get involved: www.uvic.ca/givingtuesday

Save the date: Giving Tuesday returns to campus December 3rd. Help us do it again: www.uvic.ca/givingtuesday #AddSprinklesUVic

Giving Tuesday returns to UVic on December 3rd. Over the last three years, our campus and alumni community have raised over $83,000 for student clubs and student-led initiatives – the “sprinkles” that make the UVic student experience so special. #AddSprinklesUVic
Help us do it again by getting involved visit www.uvic.ca/givingtuesday

Giving Tuesday Posts:

It’s Giving Tuesday! Help us raise money for student clubs and student-led initiatives. Here’s how:

1. Give to the Giving Tuesday fund of your choice online at www.uvic.ca/givingtuesday
2. Text “SPRINKLE” to 20222 to donate $5
3. Stop by the Petch Fountain to play life sized monopoly with a twist, and have TD Bank Group donate $10 to the Giving Tuesday Fund of your choice.
4. Purchase a coffee at a UVic Food Services outlet between 8AM-12PM and proceeds will be donated to a Giving Tuesday fund.
5. After you donate, share your support with #AddSprinklesUVic to help unlick up to $2,000 from the UVic Alumni Association

It’s Giving Tuesday! Last year our generous UVic community raised more than $35,000 - help us do it again: www.uvic.ca/givingtuesday #AddSprinklesUVic

It’s Giving Tuesday! Over the last three years, our campus and alumni community have raised over $83,000 for student clubs and student-led initiatives – the “sprinkles” that make the UVic student experience so special. #AddSprinklesUVic
Learn how you can add sprinkles at www.uvic.ca/givingtuesday
Thank you to our 2019 Sponsors and Partners

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Social Media Sponsor:

Giving Gram Sponsor:

Till-Top Up & Coffee Donation Partner: