Giving Tuesday is now the largest global movement celebrating and unlocking generosity to inspire positive change in communities around the world.

Jave Riccardell
Chief Operating Officer and acting CEO of CanadaHelps

For example, Giving Tuesday Spark encourages youth to get involved in giving, and #GivingOnTuesday same to get people giving year round," she says. Often charities and non-profits have also used Giving Tuesday to create their own creative campaigns, such as the "100 organization challenge" used by U.S. banks to fuel the campaign's launch on May 9.

Giving Tuesday has brought together more than 90,000 community movements led by volunteers who defy charities, schools, local government, businesses and others to get involved in the movement and celebrate locally or around specific causes, adds Mr. Riccardell. "The movement is not only focused on financial giving. Giving Tuesday is a day dedicated to unlocking the world's largest generosity movement and encourages people to give in creative ways to help others," she says. "Whether it's making someone smile, helping a strange, every act of generosity counts, and everyone has something to give."

Giving Tuesday’s impact is far-reaching. 103.8 million people around the world have led #GivingTuesday movements since its launch, including 91 million in the U.S. and 12 million through Canadians.

Giving Tuesday has also helped people get involved. More than 2,000 organizations have used Giving Tuesday to help people gain access to a financial aid fund for students.

Giving Tuesday is now the largest global movement celebrating and unlocking generosity to inspire positive change in communities around the world. GivingTuesday celebrates and unlocks generosity to inspire positive change.

On this day dedicated to Giving Tuesday, ARF wishes to thank -- charities, donors, volunteers and professional fundraisers -- for all that you do to make the world a better place," says Mr. Davy.

"Being a fundraiser is a demanding role. It requires passion, creativity, dedication, a lot of hard work and being on top of things," says Ms. Reardon. "Giving Tuesday is one of the most important days for many Canadian charities who are struggling to make ends meet.

"Many charities are seeing a significant increase in demand for their services, declining donations, fewer volunteers andstell for small business. After two and a half years of adapting and operating in a global pandemic," says Mr. Riccardell. "It's impossible that Canadians give what they did during the holiday season. 

"While many donors donated to charities on Giving Tuesday, many others have told us that the day of the giving could do a lot of good for local community, country and world alike," says Mr. Mepron.
GT2 • SPONSOR CONTENT

New approaches and answers
With the support of donors and partner organizations, Brain Canada is funding bold science to improve brain health.

Brain research is crucial for understanding the normal function of the brain and then developing strategies to deal with the issues that arise when the brain misfires.

The Henry and Eliza Kautzmann Foundation in the legacy of Mrs. Kautzmann’s great aunt and uncle “We come from a medically-rich and the critical importance of research, particularly in the areas of chronic pain, dementia and neurological diseases like Parkinson’s,” says Mr. Levine, noting that, “for many other disorders, the family and Brain Canada is the glue that brings people together to talk about one issue.”

“Sometimes it pays off because you find that some of your research efforts can cross over to help other illnesses. On a global scale, it can be used to help people who are suffering from conditions like Alzheimer’s or Parkinson’s.” says Dr. Levine.

Companies are also creatively promoting their commitments. Volunteer Canada hosts a Corporate Volunteer Experience Council of more than 20 national corporations that are exploring new ways to engage employees in their volunteer work through their organizations.

Volunteer Canada facilitates several projects in which employers help employees volunteer in their field of work. For example, the Access to Caring project engages volunteers in the field of health care to help people with disabilities. Volunteer Canada hosts a variety of other initiatives to help employers and employees engage and participate.

The future looks promising. “We see a positive trend in the number of organizations that are recognizing the value of volunteering in the workplace,” says Dr. Levine. “We can see that a growing number of organizations are putting volunteer programs in place and that is a good thing because it is crucial for the health and wellbeing of our communities.”

Supporting organizations
There are numerous opportunities to get involved through virtual volunteer activities.

For more information on the GT2 • SPONSOR CONTENT initiative and to learn more about Brain Canada, visit braincanada.org.

Brain Canada is the brain umbrella that connects research initiatives and organizations across Canada to encourage brain health and research.

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Sinai Health delivers life-changing care every day. Our world-leading experts work together to redefine what’s possible for every patient — no matter the case or condition.

SEE WHAT YOU CAN DO AT SINAICARES.CA
New first-of-its kind centre to address inequities in mature women’s health care

Expanding clinical capacity, research, education and advocacy for women as they age

A new Centre for Mature Women’s health at Sinai Health in Toronto, will launch in November 2022, to address the spectrum of health challenges the women face as they age. The new centre, located at Mount Sinai Hospital, will double the number of patients that specialists at Mount Sinai can see every year.

The Sinai Health System has launched a campaign to raise $50 million to expand the hospital’s internationally recognized program in mature women’s health and bring together at clinical specialties in a single stop to improve access and outcomes for women of all ages.

Dr. Marine Gosselin, President and CEO of Sinai Health System, says, “This announcement is a key step in expanding our clinical and scientific expertise to address the specific health needs of mature women.”

“Currently, the hospital’s Mature Women’s Health Program provides care to more than 2,300 women at its Geriatric Hospital and other Sinai hospitals. The new centre will provide a comprehensive and multidisciplinary approach to health care, with experts spanning a range of specialties. It will be a place where mature women can get the care they need in one place. We’re excited about this opportunity to expand our team and improve the care we provide to our patients.”

Dr. Samantha McDonald, a family physician and Director of the Centre for Mature Women’s Health at Sinai Health, says “This new Centre will provide a range of services to address the specific health needs of mature women, from preventive care to treatment of chronic conditions. We’ll be able to offer a range of services in one location, making it easier for patients to access care.”

The Centre will house a team of experts in geriatric medicine, obstetrics and gynaecology, urogynaecology, endocrinology, psychiatry, and nutrition. It will be located at the Mount Sinai Hospital on the fifth floor of the hospital’s Geriatric Hospital.

The Centre will focus on addressing the health needs of mature women, from prevention to treatment of chronic conditions. It will offer a range of services, including preventive care, treatment of chronic conditions, and specialized care for specific health issues like menopause, pelvic floor disorders, and cognitive decline.

The Centre will also focus on research and education, with a goal of advancing our understanding of mature women’s health and improving outcomes for this population. It will provide opportunities for researchers to collaborate and develop new treatments and interventions.

The Centre will be led by a team of experts, including Dr. Samantha McDonald, a family physician and Director of the Centre for Mature Women’s Health at Sinai Health, and Dr. Marine Gosselin, President and CEO of Sinai Health System.

There are more than 1,000 brain diseases and disorders out there.

It only takes 1 reason to support research.

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Janelle Drouin-Ouellet is a Brain Canada-funded researcher studying the effects of aging on the brain, with a focus on finding new treatments for diseases like Parkinson’s and Alzheimer’s.

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