

Subject: Giving Tuesday: Everyone's doing it...

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FINCA®



Giving Tuesday: Everyone's doing it...

Dear

The holiday season is upon us! In the coming weeks, it will be hard to focus on the real meaning of the season with so many events, messages—and yes, appeals—bombarding us. Before we become overwhelmed, **today is the perfect time to take a breath and consider what's most important.**

"Giving Tuesday" is a movement started in recent years as a response to the commercialization and consumerism of the post-Thanksgiving shopping bonanza beginning with Black Friday and Cyber Monday. Everybody loves a bargain, but **with so much attention focused on buying, it's hard to remember the spirit of giving that's at the heart of the holiday season.** With the recipe below, you can share a special treat with friends and family that celebrates what the holidays are supposed to be about.

Before the holiday shopping season 'take-over', Thanksgiving was timed to celebrate the fruits of the fall harvest. Madina Namanda, a FINCA client from Uganda, knows a lot about gratitude for a good harvest. Her first FINCA loan for

\$40 was the start of her success as a pineapple farmer. She now runs a 12-acre plantation and has begun raising poultry as well! Her success has even allowed her to hire field staff and send two of her children to university. The prosperity made possible by her FINCA loans is already a gift to her community and future generations.

Celebrate the success of FINCA clients like Madina by serving this delicious recipe to your holiday guests. In the spirit of Giving Tuesday and the entire holiday season, it's a chance to **remember hardworking people like Madina who just needed the opportunity that your support to FINCA makes possible.**

Ugandan Pineapple Nut Bread

- 2 cups whole meal flour
- 1 cup natural bran
- 1 teaspoon baking powder
- 1 teaspoon baking soda
- 1 teaspoon salt
- 1 cup roasted peanuts
- 2 eggs (beaten)
- 1 cup crushed pineapple, drained

Directions: Put flour, bran, baking powder, soda, salt and nuts into a bowl. Add the eggs and pineapple and mix well. Put mixture into a greased loaf pan. Bake at 350F/180C for 1 hour.

When your guests ask about this amazing bread, you can tell them about FINCA's entrepreneurs like Madina, and **how easy it is to give hardworking but low-income business owners like her the chance to succeed.**

On this Giving Tuesday, **take a moment to give to FINCA** and give someone like Madina the chance to pass on her prosperity to her community and future generations.

Please give.

Sincerely,



Soledad Gompf
Vice President

Donate

PS: Now's your chance to **celebrate Giving Tuesday with your gift to FINCA!**



FINCA[®]



Share and forward our message on:



FINCA provides financial services to the world's lowest-income entrepreneurs so they can

I wanted to make sure that you saw the email below about Giving Tuesday, a global day dedicated to giving back and supporting organizations that bring meaning to our lives and the lives of others.

There are still a few more hours left to participate and ensure that the Met can continue to bring the power of art to people around the world. **And when you support the Met today, your gift will be matched dollar-for-dollar until December 31. There's never been a better time to give.**

[Donate to the Met today and double your impact.](#)

It is only with the generous support of friends and Members like you that we are able to inspire, educate, and connect every day.

Thank you for giving back this Giving Tuesday!

Nina McN. Diefenbach

Vice President for Institutional Advancement

Subject: Double your gift this Giving Tuesday

 THE METROPOLITAN MUSEUM OF ART



TAKE THE CHALLENGE THIS GIVING TUESDAY

A lifelong admirer who visits her favorite painting every week. A grandmother who introduced her granddaughter to new cultures in the Egyptian galleries. An artist inspired by five thousand years of art while three thousand miles away in Peru. A student recalling the first time he saw the tapestries in The Cloisters.

These are just a few of the stories we heard when we asked you to tell us why the Met is important to you. The responses were tremendous and heartwarming.

The people whose lives are impacted by the power of art are exactly why your support is so important. [Give to the Met today to extend this power even further: This Giving Tuesday, your gift will have double the impact.](#)

All that enables the Metropolitan Museum to connect people with culture, creativity, knowledge, and ideas is made possible through the generosity of individuals like you.

Your gift today will have double the impact: During our Matching Gift Challenge, your donation to the Annual Appeal will be matched dollar-for-dollar through December 31.

[DONATE NOW ►](#)

Thank you for your generosity,

The Metropolitan Museum of Art

Images: Left: Jean-Léon Gérôme (French, 1824–1904). *Bashi-Bazouk* (detail), 1868–69, Metropolitan Museum of Art, New York. Gift of Mrs. Charles Wrightsman, 2008 (2008.547.1) Right: Photograph by Adam Schulz

Subject: Make a lasting difference on Giving Tuesday

[YOU can be a blessing](#)

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Let me tell you a story...



It's a story of how celebrating this holiday

You can be a blessing to kids like these!

season with kids on the other side of the world showed me even more clearly **how YOU can be a blessing.**

This Thanksgiving my wife and I cooked up the traditional meal — a golden turkey, tart cranberries and homemade stuffing...not to mention all the other fixings!

Sounds familiar, right?

But what made it even more meaningful is that we did it in Kenya with some very special friends who are orphans.

It was a powerful experience filled with friendship, smiles, love and laughter. I felt so blessed to witness the pure joy of these precious boys and girls who, thanks to caring friends like you, had the freedom to experience hope and happiness, to forget about the hurts of their past and just be kids.

It was an incredible blessing to give...and what we received in return was even greater.

But there are still so many more who need help. That's why I've made the commitment this holiday season to **give boxes of food and essentials (PLUS turkeys)** to families right here at home, **a goat** to a family in Ethiopia, and **a chicken** to a family in Kenya.

And I'd like to ask you to do one of these things WITH ME...and experience the blessing of giving, too. **If you're like me, you'll never be the same.**

Just click on the link below.



FIND GIFTS

