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Ohio River Foundation is joining the global GivingTuesday movement

CINCINNATI, OHIO (November 19, 2019) – This GivingTuesday, Ohio River foundation will celebrate by raising funds to plant trees in the Ohio River watershed.

GivingTuesday, which takes place December 3 this year, is a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage giving and to celebrate generosity worldwide. Every year on GivingTuesday, millions of people across the globe (almost 60 countries) mobilize to show up, give back and change their communities. The goal is to create a massive wave of generosity that lasts well beyond that day and touches every person on the planet.

This GivingTuesday, Ohio River Foundation (ORF) has set an ambitious goal of raising \$5,000 to plant 1,000 trees in 2020. ORF regularly plants trees and removes harmful invasive plants as part of its habitat restoration work. Such habitats are not only better for our native species, but they also lead to cleaner water thanks to reduced runoff. Additionally, planting trees can help fight climate change.

[According to i-Tree](#) (an effort of the USDA Forest Service, Davey Tree Expert Company, ArborDay Foundation, Society of Municipal Arborists, International Society of Arboriculture, Casey Trees, and SUNY College of Environmental Science and Forestry), just one red maple growing for 20 years in Ohio can: “remove 3,100 pounds of carbon dioxide from the atmosphere; reduce the emissions of 5,500 pounds of carbon dioxide and 30 pounds of air pollution from a power plant; save 570 kWh of electricity and 20 MMBtu of fuel for cooling and heating; intercept 27,000 gallons of rainfall and avoid 4,800 gallons of runoff; and filter 15 pounds of ozone, nitrogen dioxide, and sulfur dioxide from the air we breathe.”

“We are excited to participate in GivingTuesday this year,” said Rich Cogen, ORF’s executive director. “Funds raised on this day will help us make a real difference to habitats and water quality in our region – something we strive for all year long.”

Founded in 2012, GivingTuesday has inspired millions of people to give back and support the causes they believe in. More than \$400 million was raised online in 2018 to benefit a tremendously broad range of organizations, and much more was given in volunteer hours, donations of food and clothing, and acts of kindness.

“When GT launched in the US in 2012, we believed that technology and social media could be used to make generosity go viral,” said Asha Curran, GivingTuesday’s CEO and co-founder. “We believed in the idea that people fundamentally want to give and to talk about giving, and that the social sector had the capacity to show more innovative leadership, creativity and collaboration. People and organizations around the world proved us right. As we prepare for December 3, we’re energized and encouraged by the community’s generosity. The levels of creativity, effort and the quality of the new ideas people have contributed and shared are phenomenal.”

Those who are interested in joining Ohio River Foundation’s GivingTuesday initiative can visit http://www.ohioriverfdn.org/get_involved/givingtuesday.html.

For more details about the GivingTuesday movement, visit the GivingTuesday website (www.givingtuesday.org), Facebook page (www.facebook.com/GivingTuesday) or follow @GivingTuesday and the #GivingTuesday hashtag on Twitter.

About Ohio River Foundation

Ohio River Foundation (ORF) is dedicated to protecting and improving the water quality and ecology of the Ohio River and all waters in its 11-state watershed. ORF works towards these goals through environmental education and conservation activities that serve to inspire environmental stewardship for the benefit and enjoyment of current and future citizens. For more information, visit www.ohioriverfdn.org.

About GivingTuesday

GivingTuesday is a global giving movement that has been built by individuals, families, organizations, businesses and communities in all 50 states and in countries around the world. GivingTuesday harnesses the collective power of a unique blend of partners to transform how people think about, talk about and participate in the giving season. It inspires people to take collective action to improve their communities, give back in better, smarter ways to the charities and causes they believe in, and help create a better world. GivingTuesday demonstrates how every act of generosity counts, and that they mean even more when we give together.