



Impact Report 2023 / 2024

Changing the World
ONE give
ONE day at a time

Table of Contents

3

Message From the Chair

4

How We Serve

8

Our Programs

10

The Stories

14

Global Impact

18

Financials

21

Changing the World Together

24

Our Supporters

25

Contact Us

Letter From The Chair

The world needs love, love, love.

Everywhere you look these days, there seems to be a multitude of reasons to worry. The daily news reports people struggling, dealing with war, famine, corruption, unrest, and natural disasters, just to name a few. It can be hard to stay positive and hopeful sometimes.

But people, animals, and our planet continue to benefit from the work we do at 365give. The consistent effort of our members and participants has a ripple effect, and our impact is felt with every small act of giving we teach, inspire, and empower. We have grown our 365give community across the world. We have so many examples of daily giving from individuals, families, youth leadership clubs, and schools everywhere. We have seen a significant increase in our Youth Leadership Clubs, which is a wonderful thing to see.

Since launching our new website last fall, we have seen visitors increase from all over the world. Every day we learn of creative and diverse acts of giving that unite and are inclusive of everyone. We are happy to hear so many participants share with us that starting a daily giving habit has reduced their stress and anxiety while increasing their personal well-being and happiness. We have learned that giving is happiness and love in action. It's so easy; everyone can do it.

There has been a lot of work behind the scenes to develop a new communications and marketing plan, a very useful tool to keep us moving forward. We also created the #all4love event, which attracted a lot of attention.

Our founder, Jacqueline Way is now the host of our very own podcast, and I hope that you watch "The Human Impact Theory" podcast to follow Jacqueline as she interviews inspiring guests who share our passion for philanthropy, gratitude, kindness, and love.

We look forward to our next #all4Love campaign in February and Do1Give Day in April. Our annual campaigns reach people of all ages and use the power of social media for good! We really love seeing that ripple effect!

There is so much more coming for the New Year ahead! Lastly, we want to thank our supporters! We couldn't do any of this without the support of our dedicated team of volunteers who donate thousands of hours each year, our digital sponsors giving us technology tools that help us grow, and of course our donors.

Thank you for moving 365give forward!

With heartfelt gratitude,

Chantal Trudeau
Chair, 365give



CHANTAL TRUDEAU: BOARD CHAIR

How We Serve



OUR MISSION

We are on a mission to teach, inspire, and empower every person to give every day

OUR VISION

We envision a world where giving is a way of life 365 days a year, resulting in a happier, more compassionate world that is connected and united.

OUR VALUES



Love



Inclusivity



Collaboration



Universality



Humanity

OUR WHY

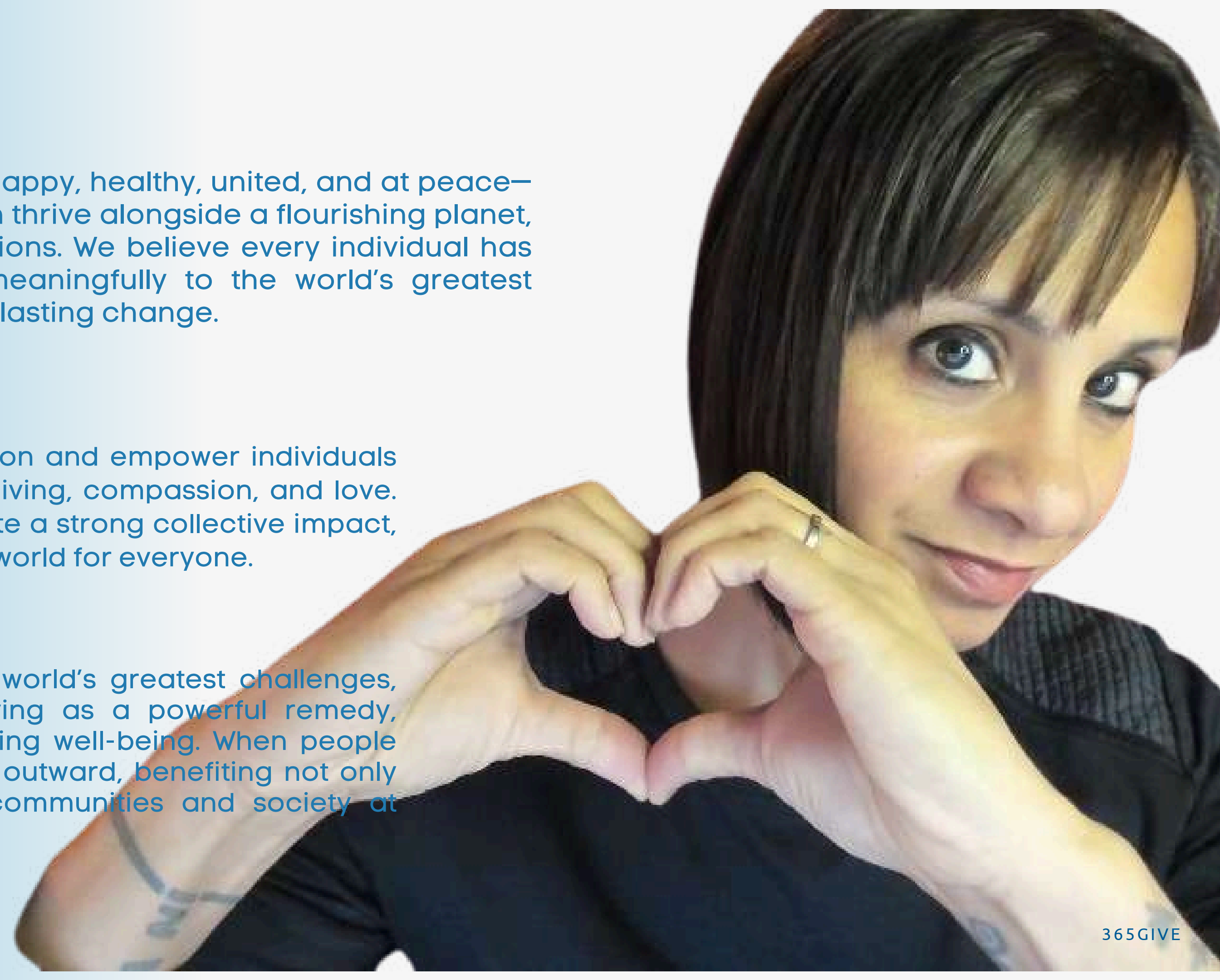
We envision a world that is happy, healthy, united, and at peace—a world where everyone can thrive alongside a flourishing planet, now and for future generations. We believe every individual has the power to contribute meaningfully to the world's greatest challenges, driving positive, lasting change.

Happy Healthy World

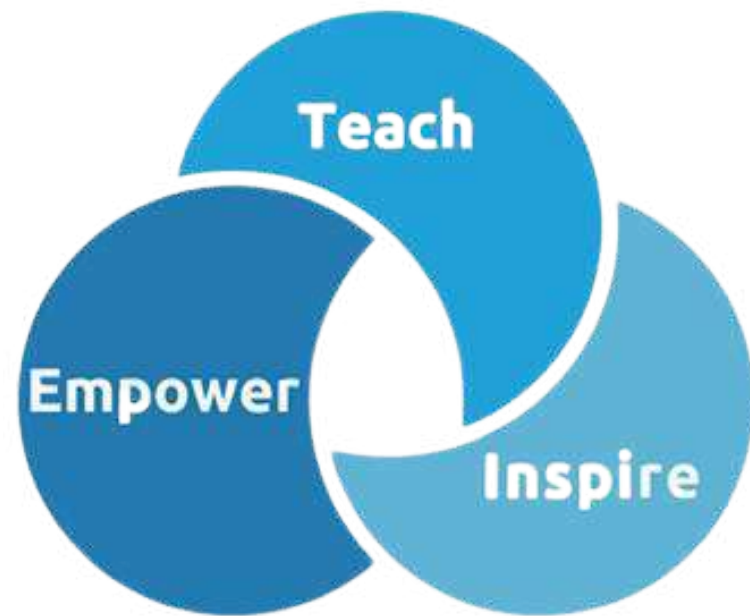
Our mission is to inspire action and empower individuals through small daily acts of giving, compassion, and love. Together, these actions create a strong collective impact, shaping a happier, healthier world for everyone.

Happy Healthy People

Mental health is one of the world's greatest challenges, and research highlights giving as a powerful remedy, reducing stress and enhancing well-being. When people give, their happiness ripples outward, benefiting not only themselves but also their communities and society at large.



OUR FRAMEWORK



TEACH

- Give other people ideas they may not have considered
- Model positive behaviour for everyone
- Show others how happy you become when you give
- Demonstrate the impact of ordinary, everyday goodness

INSPIRE

- 365 days a year we share giving ideas, inspiring thousands daily.
- Create a culture of kindness and generosity
- Encourage others to become everyday heroes like you
- Forge strong bonds with your community
- Feel good! (because inspiration is giving, too)

EMPOWER

- Make giving possible for everyone around the world
- Put the power of change into everyone's hands
- Celebrate cultural differences and similarities
- Become a powerful force for good



Our Programs



The 365give Challenge

A GLOBAL GIVING MOVEMENT

The Challenge makes giving possible for everyone in the world. The only way we can create a happier healthier world is if everyone creates a habit of giving making it a way of living.

We inspire giving 365 days of the year. But most importantly, we empower people to give in a way that works for them. We have programs that include:

- Families
- Schools
- Youth Leadership Clubs
- Individuals

365 Days of the Year

TEACH INSPIRE EMPOWER

365give programs are grounded in science and inspired by the heart.

Education is at the core of what we do.. We start by teaching the science that explains “why” daily giving is such a powerful force for change in you and the world.

With this foundational knowledge, we provide the tools and inspiration you need to get started and make giving a daily habit.

Our support is continuous 365 days a year with free resources to empower everyone to be the change we need in our world.

Campaigns

ONE DAY CAN CHANGE THE WORLD

Do1Give is thriving, and we’re excited to add a new initiative this year called #all4love.

Do1Give Day began six years ago as a youth-led program and has since spread globally, showcasing how small acts of giving create big collective impact.

The #All4Love Campaign collaborated with global partners, inspiring simple acts of love and kindness to foster positivity and connection through social media.

Together, these campaigns united the world, spreading happiness and well-being.

The Stories



The Challenge: Schools / Youth Leaders

Youth Leadership in Action

At Ridgeview Elementary, the Grade 7 graduating class turned their Do1Give Day into an inspiring Youth Leadership project. Spearheading the initiative, they presented at a school-wide assembly to highlight the impact of small, collective acts of giving. Leading by example, the students organized a neighborhood garbage cleanup, rallying over 400 peers to take action together.

This powerful day not only united the school but also taught students the importance of caring for their community and environment. Their story showcases how youth leadership can ignite a ripple effect of positivity and giving, inspiring others to make a difference.

The students learned about giving but also incorporated skills they will take with them for a lifetime.

- Social-Emotional Learning (SEL)
- Leadership Skills
- Presentation Skills
- Collaboration
- Global Citizenship
- Emotional Intelligence (EQ)



Ridgeview Elementary School
West Vancouver School District
Vancouver Canada

The Challenge: Families

The Suarez Family: Mexico

A Family's Mission to Give

Francisco and the Suarez Family, from Mexico City, lead their community in supporting Casa de las Mercedes, a foster care home for 70-80 young women and their children.

They bring toys, clothes, groceries, and tech items like laptops and iPads, generously donated by companies and individuals.

But the true gift is their time, love, and care—playing with the girls, many of whom are survivors of abuse, and reminding them they're cherished. This act of giving not only transforms lives but also promotes sustainability by reusing items.

Families like the Suarez's show how giving reaches across the globe, connecting communities and offering hope where it's needed most. Their story is a powerful reminder that love and kindness know no borders.



#all4love

Giving is Love in Action

This year, 365give worked with organizations around the world to launch the first #all4Love Campaign, uniting thousands to spread love through social media.

The initiative encouraged individuals to share messages of kindness, gratitude, and compassion online, creating a global ripple effect of positivity.

With support from partner organizations, the campaign spread through social platforms with heartfelt stories, connecting communities across continents.

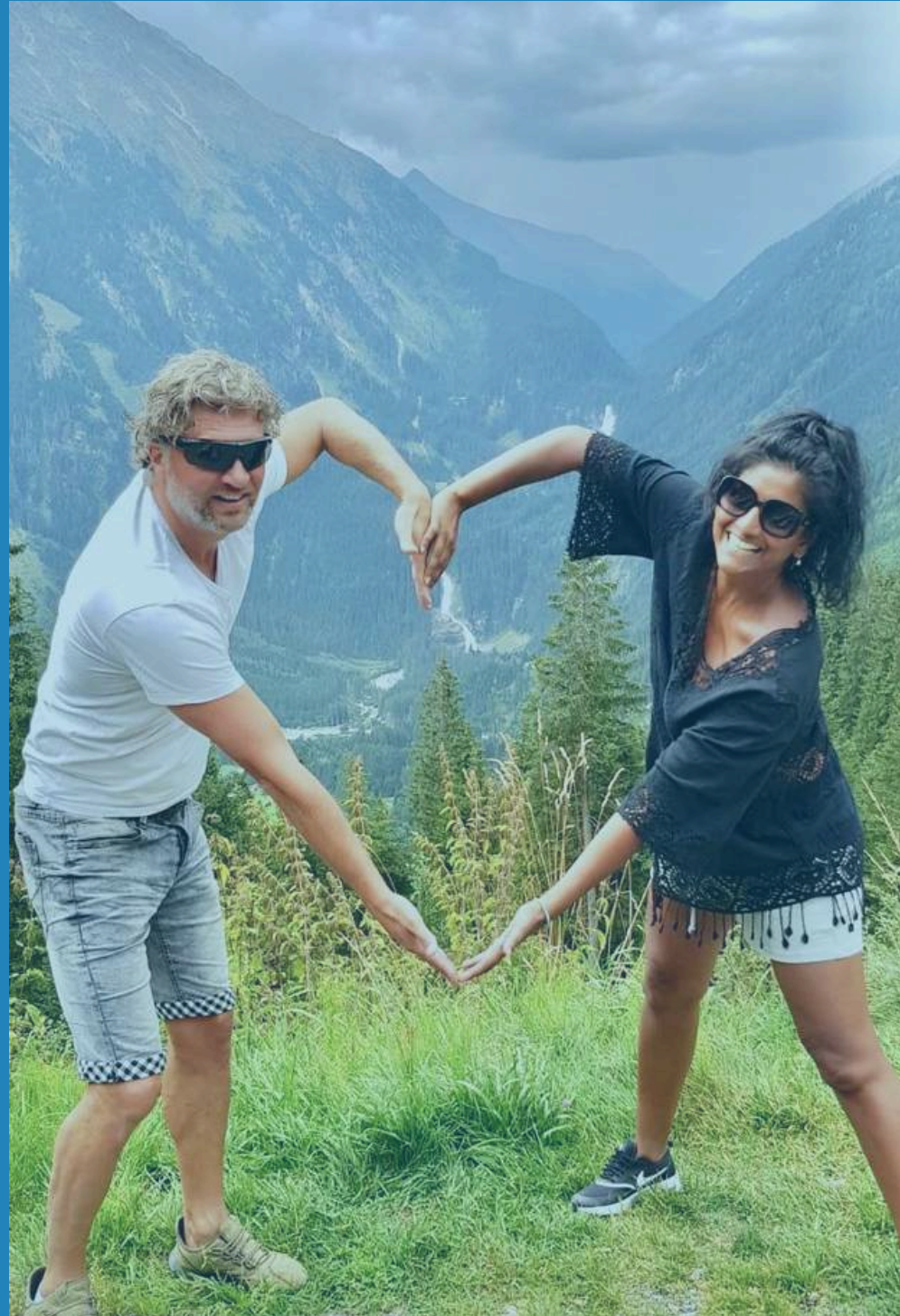
This global movement demonstrated how a simple act of love can transcend borders, reminding us that kindness is universal. By coming together, participants inspired others to join in, proving that collective action has the power to change the world one message at a time.

This year we hope to expand this campaign with some exciting initiatives we are planning to launch to share this message even further.

Stay tuned!



Global Impact



The 365give Challenge: Education

Global Totals Year over Year



72K

Student
Participation



704

Global School
Participation

Membership registration was temporarily unavailable for five months during the launch of our new website.

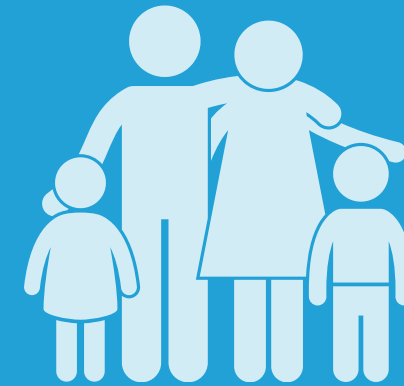
The 365give Challenge: **Members**

5084



Individuals

2005



Families

18



Youth Leadership

NEW

Cumulative Totals 2017 - 2024

Giving Increases Global Well-Being and Happiness

340,000

Inspired Small Acts of Giving & Happiness Spread

186

Number of Countries We Serve

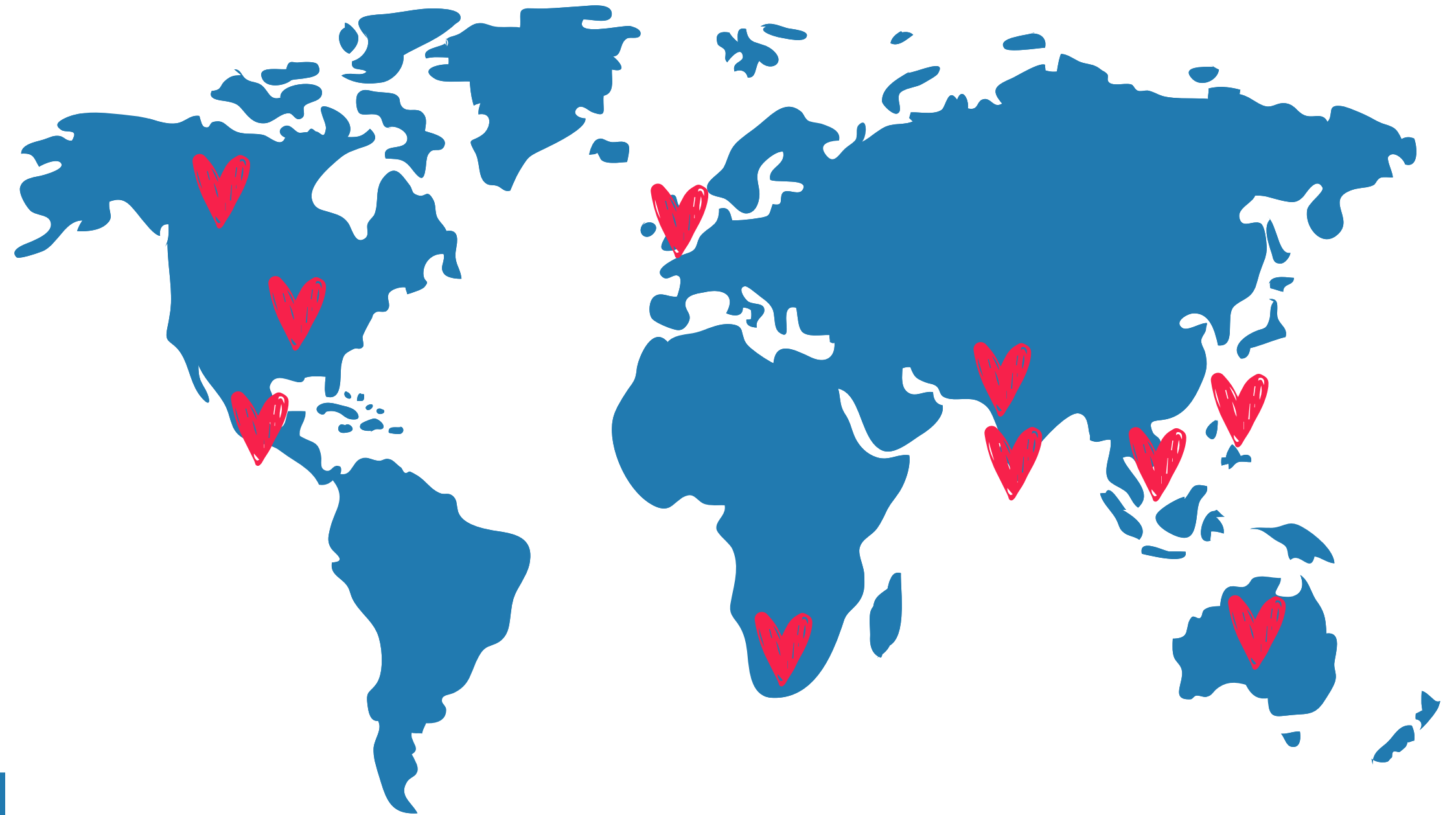
44,000

Number Unique Visitors to the 365give Platform

1500 Posts

100,000 engaged

Reach on Social Media



Top Regions Representing Our Members

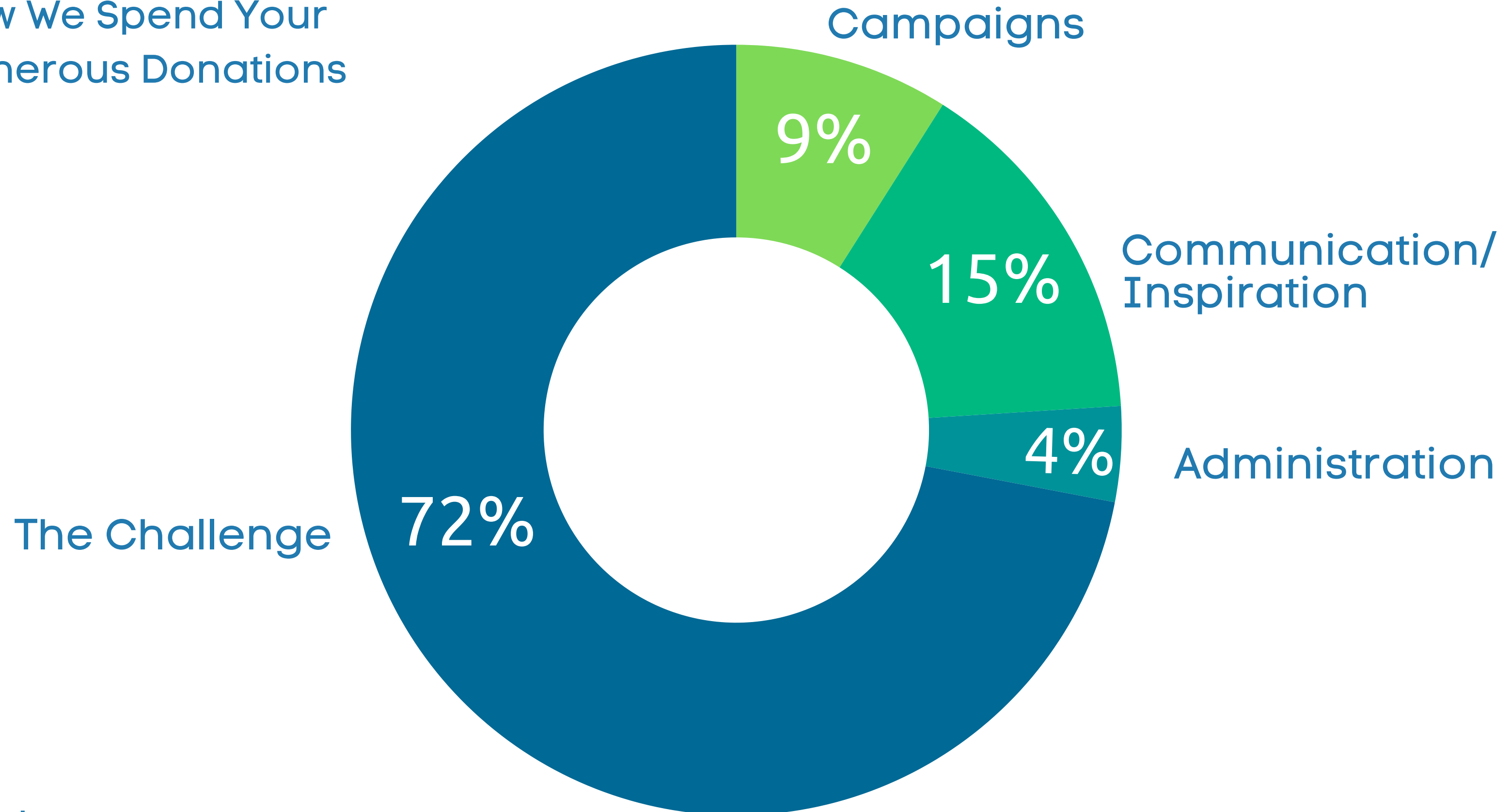
- United States
- India
- Vietnam
- Philippines
- Canada
- Australia
- UK
- Mexico
- Pakistan
- South Africa

Financials

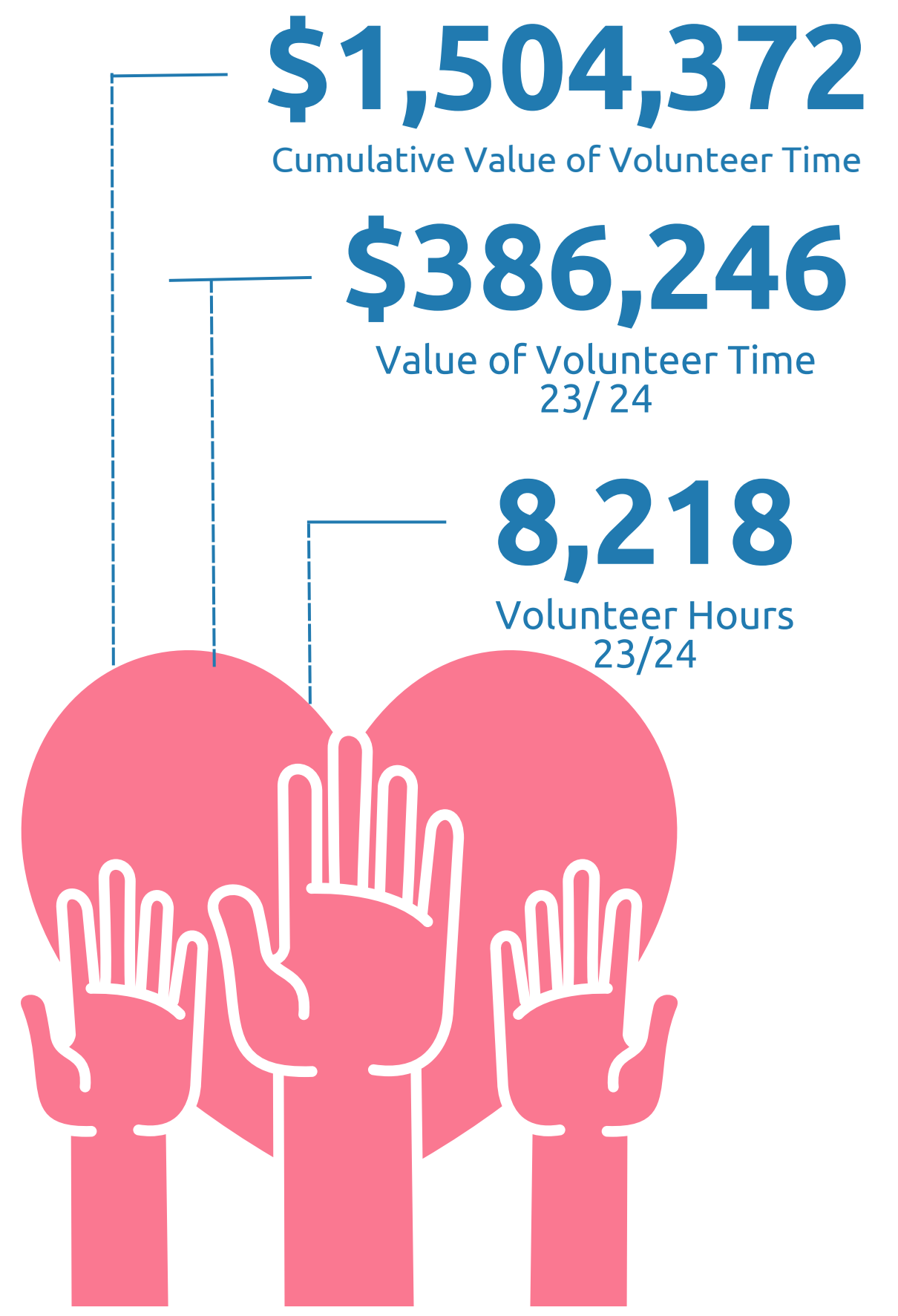
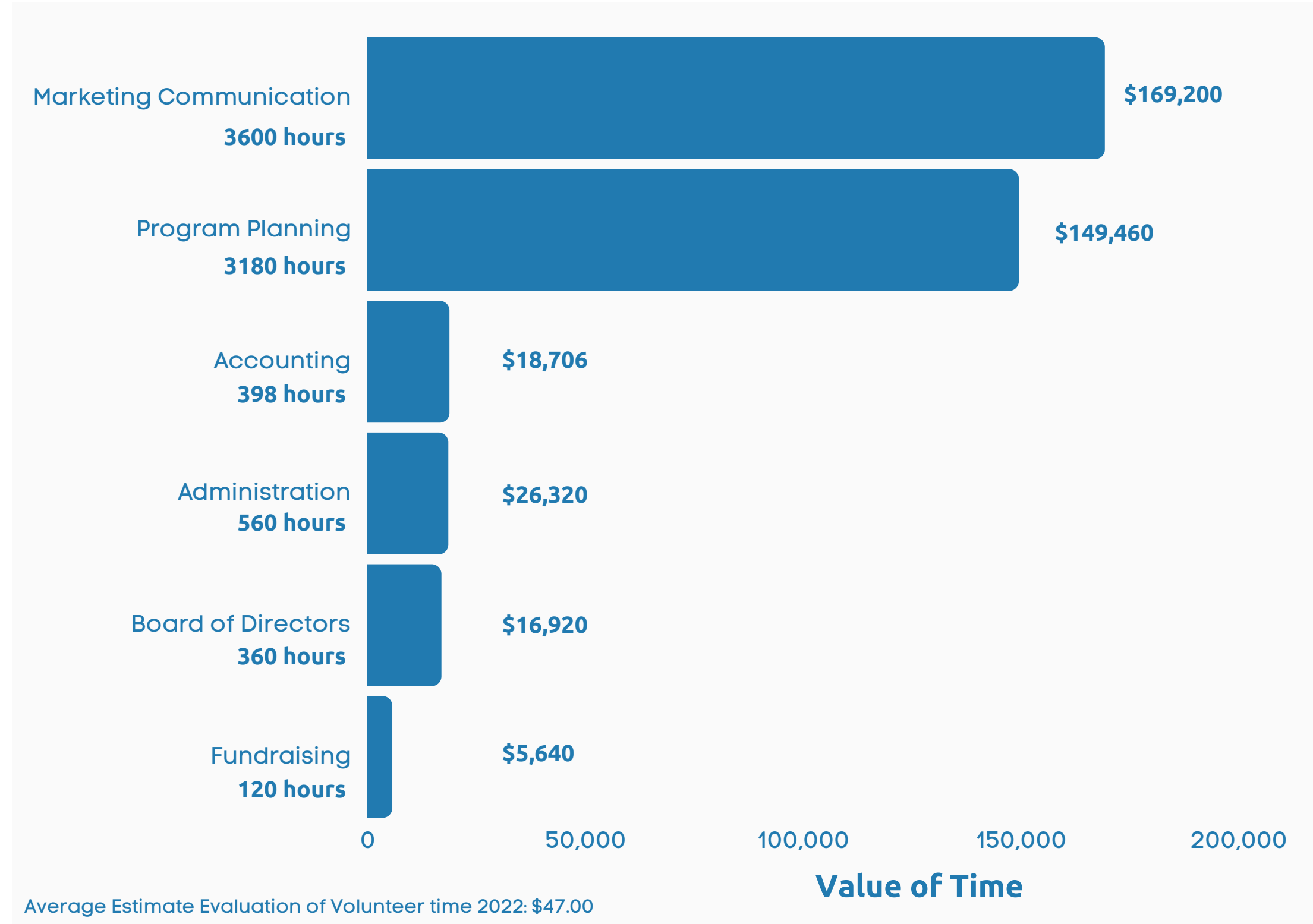


Where Does the Money Go?

How We Spend Your Generous Donations



Volunteer Hours



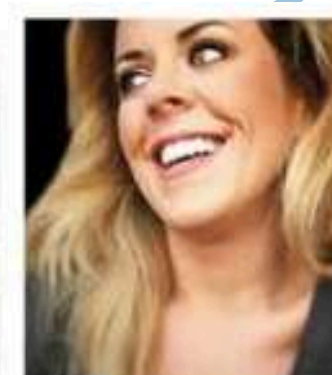
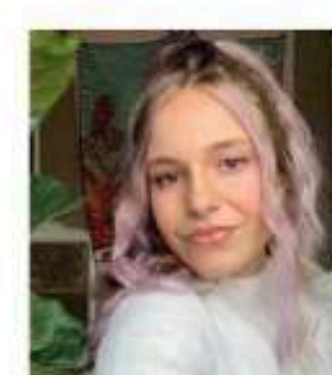
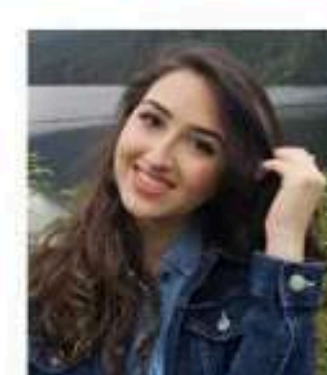
Changing the World Together





Our Dedicated Team of Volunteers

365give is founded, created, and run by volunteers. Our diverse volunteer base has expanded our voice and spread our message. We couldn't do it without them! They represent our global community and we are deeply grateful for every heart that takes action with us.



Board of Directors



Chantal Trudeau – Chair

Chantal is one of 365give’s founding board members. She served as a teacher for 20 years and a school principal for 14 years before her retirement. Chantal is deeply invested in our mission and vision, fueling our work with her excitement and passion. She firmly believes that developing a giving habit not only benefits the world but also enhances one’s personal happiness and well-being.



Lindsay Storry – Vice Chair

As an educator, Lindsay has felt the impact of 365give in her classroom through the pride and happiness in her students. She believes the ripple effect reaches far and wide and is a proud member of the 365give team.



Iyiola Adeyemi– Treasurer

Iyiola is a Senior Manager at KPMG. He is originally from Nigeria and moved to Canada 3 years ago from San Francisco. Iyiola is a proud father to an awesome little boy who inspires him to be kind every day! He is a firm believer that giving makes the world a better place.



Jacqueline & Nic Way - Founders

One Mom. One child. Inspiring a world of change. Jacqueline and Nic, along with brothers Tyler and Sterling, are committed to their work at 365give. Their dream is to empower people around the world – young and old – to make a happier, healthier world for everyone.



Pablo Motl – Director of Marketing

"Communication is the engine that moves the world" With over 30 years of experience, Pablo conceives a methodology that blends knowledge and experience with science and arts to communication and human behavior.



Anthoula Ellinidis – Marketing & Communications

Anthoula has over 15 years of experience in marketing. She loves managing fully integrated marketing campaigns and working closely with her team to create delightful customer experiences. At 365give, she is strategically focused and enjoys helping others by sharing her marketing insights and expertise.



Michael Li – Advisory Board / Legal Counsel

Michael is the legal guidance of running a charitable organization but his dedication is inspired by the importance of teaching and inspiring the young and old to give to people, animals and is excited to be a part of the 365give movement.

We are deeply grateful to our supporters

Tiron Pechet



Funded by the Government of Canada's Community Services Recovery Fund



Edith Lando Charitable Foundation



Digital Sponsors



Contact Us

Reach out to us today and kick start your daily dose of happiness



www.365give.ca



changetheworld@365give.ca

