

Schenectady, NY – October 10, 2017

Contact:

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For the sixth year in a row, **Crossroads Center for Children** will participate in the global **#GivingTuesday** movement, and in the New York statewide **#NYGivesDay** movement for the second year. Crossroads will engage donors, volunteers, and the community to support their mission of **helping to prepare individuals, with and without developmental disabilities, for life success in their families and communities**. This year this special day of giving will occur on November 28th. The event is held annually on the Tuesday after Thanksgiving and widely recognized shopping events, Black Friday and Cyber Monday, to kick off the holiday giving season. The mission of inspiring people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support, is one Crossroads is proud to be a part of.

#GivingTuesday is fueled by the power of social media and collaboration. The movement harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. Likewise, **#NYGivesDay** is a 24-hour giving challenge to celebrate the life-changing work of nonprofits across the state of New York. November 28th, 2017 is one day for both exciting events!

This year, donations to Crossroads Center for Children on **#GivingTuesday/#NYGivesDay** will help us to purchase curriculum materials that help us teach our students meaningful and functional skills. The chosen curriculum is *Learning Without Tears*. Learning Without Tears is aligned with NYS learning standards and has been used with our students for over four years. Donating is easy to do on the Crossroads Center for Children's website <http://crossroadcenter.org/donations-needed/>, or by visiting GiveGab.com/Crossroads/.

To give back, our students will participate in giving to others and to encourage reading by making and distributing bookmarks to local businesses and organizations who have supported our mission. Further, Crossroads Center for Children hopes to give back to supportive local businesses by driving traffic to their stores, services, restaurants and shops. Crossroads Center for Children invites businesses to collaborate with us by offering a discount or a free item in the week or month that follows Giving Tuesday. Customers, who made a donation to Crossroads, could present proof of donation to receive the discount or free item. This collaboration would be noted on the website of Crossroads Center for Children, further providing advertising to the partnering businesses. Those who are interested in joining Crossroads Center for Children's **#GivingTuesday/#NYGivesDay** initiative can visit <http://crossroadcenter.org/category/events/> or reach out to our listed contact above.

About **#GivingTuesday**:

92Y – A cultural and community center in New York City has been bringing people together around its core values of community service and giving back since 1874. 92Y conceptualized **#GivingTuesday** as a new way of linking individuals and causes to strengthen communities and encourage giving. In 2016, the fifth year of **#GivingTuesday**, millions of people across 98 countries came together to give back and support the causes they believe in. Over \$177 million was raised online 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.

About **#NYGivesDay**:

The New York Council of Nonprofits (NYCON) and United Way of New York State (UWNYS) along with their technology partner, GiveGab, formed a partnership to launch **#NYGivesDay**, New York's first ever statewide day of giving in 2016.

About Crossroads Center for Children:

Crossroads Center for Children, of Schenectady, New York, is a not-for-profit school where children from 2 – 12 years old with autism spectrum disorders and other developmental special needs learn and grow alongside their typically developing peers. The mission of Crossroads is to prepare individuals with and without developmental disabilities for life success within their family and community. Since opening in 1998, the school has served an increasing number of children with and without disabilities, and has increased the scope of programming in order to meet the needs of our community. Crossroads center for Children utilizes interventions from the field of applied behavior analysis (ABA), a branch of psychology and education with a foundation based on scientific analysis of human behavior and learning. Their vision is that every child will learn the skills they need to be successful in their family, classroom, and community.