



LAKE
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Join us on Dec. 1 for Giving Tuesday 2015!



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“Act as if what you do makes a difference. It does.” – American philosopher and psychologist William James

[Lake love Gimli_CD_Retouched_Extended2700x719_GivingTues.jpg](#)



Dear LWF supporter,

For generations, Lake Winnipeg has given us so much. On Dec. 1, let's give something back.

Occurring on the first Tuesday after the U.S. Thanksgiving holiday – immediately after the sales frenzy of Black Friday and Cyber Monday – Giving Tuesday is a day to celebrate and support charities.

We've set ourselves an ambitious 2015 goal: raise \$2,000 in 24 hours.

We've also created a special [online donation page](#) that makes giving even easier. (It's already live, should you prefer to join those who have already begun the celebration.)

Looking to leverage the impact of your gift? On Dec. 1, online donations made through [CanadaHelps.org](#) or [GivingTuesday.ca](#) using Interac Online will be matched* up to \$25 per donation!

Starting today and for the rest of the week, we'll be using our [website](#), along with our [Facebook](#), [Twitter](#) and [Instagram](#) accounts, to celebrate some of the people who are helping make a healthy Lake Winnipeg possible by giving to LWF: People like Pam and Rob, who made a donation to LWF in lieu of guest favours at their wedding; Ella, whose connection to Lake Winnipeg spans nine decades; and Gabby and Eddie, two elementary students whose efforts have inspired their entire school to take action.

These passionate supporters share a commitment to being part of the solution. We hope their stories will inspire you to get involved, too.

Thank you for your continued interest in the health of Lake Winnipeg,

The LWF team

* Matching dollars will be granted on a first come first served basis, starting at 8 a.m. CT and continuing up to a maximum total of \$10,000 in matching dollars.

You are receiving this e-update because you are currently subscribed to the Lake Winnipeg Foundation's online mailing list.

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