

Each year, Harmony asks for donations for its annual Giving Tuesday event, which provides additional resources for our college-enrolled alumni through scholarships, mentorships and other activities. This video was created prior to our November 2024 campaign to demonstrate the purpose of the campaign and the impact it was having on students. The videos were featured on Facebook and distributed through email blasts promoting the giving campaign. Collectively, they were viewed more than 4,000 times and contributed to a campaign that set new records for total donations, total donors and average amount of donation. <https://www.facebook.com/watch/?v=574049658683811>

<https://www.facebook.com/watch/?v=1691247938272407>

<https://www.facebook.com/watch/?v=9140830182636491>