



Dear Friends,

This holiday season, generosity truly starts at home—and sometimes, it's the youngest among us who lead the way. Last year, the son of an America for Bulgaria Foundation colleague (mis)heard the phrase “we must be generous on Tuesday,” a reference to Giving Tuesday, the global movement celebrated in over 140 countries. Inspired, he decided to set aside a few coins in a “Donation Money” box every Tuesday for a year. His parents loved the idea so much, they matched his contributions, raising 124 leva for a great cause. It's a small gesture with a big heart and a reminder that empathy and generosity have no age limit.

This month's newsletter celebrates grassroots generosity in action. From donating blood to supporting local artisans, every effort counts. Whether it's your time, a few coins, or a creative idea, discover how Bulgarians are coming together to build a brighter future—one kind act at a time. Let's be part of it!

Be the first to read the latest stories and discover new opportunities by [subscribing to this newsletter](#).

Catch the giving deal of the year!



Donate Blood, Save Lives: Be Someone's Hero

In just 30 minutes, you can save up to three lives! Join the Bulgarian Hospital Association's blood donation campaign from December 2 to 5, 2024.

[Find Out More](#)



Unlock a World of Wonder: Donate a Book Today

“To gift a book is to introduce a child to their future favorite hero,” says writer Petya Kokudeva. Donate today and create lifelong connections through reading!

[Find Out More](#)



Your Time Is the Greatest Gift. Find Out Why

Find meaningful ways to give back with TimeHeroes. Mentor changemakers, spread joy to seniors, and make a lasting impact in your community.

[Find Out More](#)



Big Heart Friday: Invest in Bulgaria's Future

Support initiatives that transform lives, from education to healthcare. Every lev you give builds a brighter future for Bulgaria. Together, we create change!

[Find Out More](#)



Make Every Gift Count with DarPazar.bg

This holiday season, give gifts that matter with [DarPazar.bg](#), Bulgaria's only marketplace for presents with a cause. From handmade jewelry to artisanal treats, every purchase supports social enterprises and life-changing initiatives across the country. Shop online or visit **Shtrak: The Store with a Cause** at 3 Hristo Belchev Street in Sofia to find meaningful gifts that empower lives.

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Gift an Experience in Kyustendil

Join gardener and chef Maria Jekova and filmmaker Chris Zahariev as they take you on a delightful journey through the Kyustendil region in *Rural Stories* („Истории на село”), a [Pendara.bg](#) video series. They'll introduce you to the heart and soul of family-run businesses, sharing the passion behind local traditions, crafts, and flavors. [Pendara.bg](#) is all about preserving Bulgaria's rich heritage and promoting sustainable tourism by connecting people with authentic rural experiences. This heartwarming glimpse into the countryside shows just how meaningful it is to celebrate and support local communities.

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Kindness in Action: Celebrate Giving Tuesday

This Giving Tuesday, see how small acts of kindness can make a big difference. In this uplifting video from the BCause Foundation, everyday people show how giving their time, skills, and resources transforms lives and strengthens our communities. Watch it and get inspired to be part of this global wave of generosity! The America for Bulgaria Foundation proudly supports Giving Tuesday, encouraging everyone to join this celebration of giving and help build a stronger, more connected Bulgaria.

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Sending warmest regards,

Your friends at the America for Bulgaria Foundation

Spread the good
Please share our content with your friends if you like it. Thank you!

