



MEDIA ADVISORY

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Contact: Danielle Clore

859-963-3203, ext. 3

danielle@kynonprofits.org

Kentucky's statewide, online giving campaign raises \$308,953 in 24 hours

LEXINGTON, Ky. – Nonprofit organizations participating in Kentucky Gives Day raised a collective \$308,953 yesterday in the state's sixth annual 24-hour online giving campaign. The event, which broke the \$1 million mark in 2016, now stands at \$1,644,502 raised by participating nonprofits over six years. This year brought together 1956 donors who made over 2200 gifts to 163 nonprofit organizations – all on a single online site, www.kygives.org.

"There's no doubt that Kentuckians appreciate the important role of nonprofits in their communities," said Danielle Clore, executive director and CEO of Kentucky Nonprofit Network, the state association of nonprofits coordinating the event. "Once again, Kentucky Gives Day has shown how generous Kentuckians can be through their appreciation for these organizations working to strengthen our communities. Charitable giving is critical to strengthening Kentucky communities and we are thrilled with these results," Clore added.

Kentucky Gives Day is open each year to organizations with 501 c (3) designation in Kentucky, including those representing the arts, environment, health, children, animal welfare, humanitarian aid and more. KNN awarded \$5,000 in prizes to fourteen organizations throughout the day, including Saint James Catholic School in Elizabethtown, who received top honors for raising the most money during the 24-hour period.

Kentucky Gives Day was sponsored by Anthem Blue Cross and Blue Shield in Kentucky and AT&T Kentucky. The Central Kentucky Community Foundation of Elizabethtown and Horizon Community Funds of Northern Kentucky in Covington were regional partners. Media partners included Kentucky News Network; and iHeart Media in Lexington and Louisville.

More information about Kentucky Gives Day, including all organizations receiving prizes is available at www.kygives.org

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About KNN: Kentucky Nonprofit Network is the state association of nonprofits, existing to strengthen and advance Kentucky's nonprofit community. The association serves as a resource for nonprofit leaders, board members and other volunteers; an information center on effective nonprofit organizational practices; and an advocate for the nonprofit sector. For more information about Kentucky Nonprofit Network, visit www.kynonprofits.org.

Kentucky Nonprofit Network, Inc., PO Box 24362, Lexington, KY 40524

T: 859.963.3203 F: 859.534.3310 www.kynonprofits.org