



## **FOR IMMEDIATE RELEASE**

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Contact: Danielle Clore

859-963-3203 x3

c: 859-396-7024

danielle@kynonprofits.org

### **Kentuckians donate \$721,385 to charities participating in statewide online giving campaign**

(LEXINGTON, Ky.) - Kentuckians donated \$721,385 to 219 nonprofit organizations participating in the ninth annual Kentucky Gives Day online giving campaign. The total was a welcome increase from the \$652,352 raised during the 2020 event as nonprofits continue to face challenges as a result of the pandemic.

Kentucky Gives Day has raised \$3.49 million by participating nonprofits in the nine years since it was launched by Kentucky Nonprofit Network, the state association of nonprofits. The 2021 event brought together 3478 online donors who made 4192 gifts – all through a single website, [www.kygives.org](http://www.kygives.org).

“The pandemic has put an incredible strain on nonprofit organizations - they've faced unimaginable challenges. And yet, they continue to step up to meet community needs,” said Danielle Clore, CEO of Kentucky Nonprofit Network.

“Today, thousands of donors - Kentuckians near and far - also stepped up with donations and support on social media that resulted in a powerful day of action in the Commonwealth. Kentucky can be proud and inspired by this generosity,” Clore added.

Kentucky Gives Day is sponsored by Anthem Blue Cross and Blue Shield in Kentucky. The Central Kentucky Community Foundation in Elizabethtown is a

regional partner. Media partners include iHeart Radio Lexington; iHeart Radio Louisville; and Kentucky News Network.

More information about Kentucky Gives Day, including the results of funds raised by participating charities, is available at [www.kygives.org](http://www.kygives.org).

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***About the Kentucky Nonprofit Network:*** *KNN is the state association of nonprofits, existing to strengthen and advance Kentucky's nonprofit community. Celebrating 19 years of service to the sector and over 820 members strong, the association serves as a unified public policy voice for the nonprofit sector; a resource for nonprofit leaders, board members and other volunteers; and an information center on effective nonprofit organizational practices. For more information about Kentucky Nonprofit Network, visit [www.kynonprofits.org](http://www.kynonprofits.org).*

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