



FOR IMMEDIATE RELEASE

May 2, 2023

Contact: Danielle Clore

859-963-3203, ext. 3

danielle@kynonprofits.org

Kentucky's 24 hours of giving returns Tuesday, May 9

(LEXINGTON, Ky.) – Nonprofit organizations from across the commonwealth will participate in the 11th annual Kentucky Gives Day on Tuesday, May 9. The 24-hour online giving campaign will provide participating charities the opportunity to raise as much money as possible from midnight (EDT) through 11:59 p.m. – all through a single website: www.kygives.org.

The 268 participating nonprofits are 501(c)(3) charities representing human services, health care, children, the arts, humanitarian aid, animal welfare, the environment, and more from across Kentucky. Donors can find a list of all organizations at www.kygives.org, as well as profiles of each participating nonprofit. Fundraising totals will be updated in real time throughout the day, as well as on Twitter and Facebook with the hashtag #kygives23. A heat map will add friendly competition to the online event, showing which Kentucky counties are represented by donors. Prizes will be awarded to organizations throughout the day, and many participants have secured matching gifts or challenges as donor incentives. The Central Kentucky Community Foundation in Elizabethtown is also providing prize incentives to participating nonprofits in their region.

During the 2022 event, Kentuckians came together to help 223 nonprofits raise over \$760,000. In its ten-year history, Kentucky Gives Day has raised over \$4.2 million, and participating organization hope to have another record-breaking year on May 9.

“Kentucky’s nonprofit sector is resilient, and they need every tool available to them to raise funds to address the challenges they are facing, including increased demand for services, lost revenue, shrinking donations, workforce shortages, increased expenses, and the loss of volunteers,” said Danielle Clore, CEO of Kentucky Nonprofit Network. “We urge all Kentuckians to participate in this powerful day of action by donating to their favorite participating nonprofit organizations and helping spread the word about Kentucky Gives Day on social media and email,” Clore added.

Kentucky Gives Day is sponsored by Anthem Blue Cross and Blue Shield in Kentucky and Aetna Better Health of Kentucky, and media partners supporting the event include WHAS, WLAP, and Kentucky News Network.

For more information about Kentucky Gives Day, visit www.kygives.org.

###

About Kentucky Nonprofit Network: KNN is the state association of nonprofits, existing to strengthen and advance Kentucky's nonprofit community. Celebrating 21 years of service to the sector and over 900 members strong, KNN provides nonprofit organizations with a unified public policy voice, professional development opportunities and resources, and member benefits. For more information, visit www.kynonprofits.org.



Event Sponsors



Media Partners

