



PRESS ADVISORY

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Kentuckians contribute generously to Commonwealth's first online giving event

LEXINGTON – The final results are in. The first-ever Kentucky Gives Day, a 24-hour online giving event to benefit participating Kentucky charities, raised a grand total of \$330,200. The donations went to 301 nonprofit organizations throughout the state.

“We are absolutely thrilled with the way Kentuckians responded to this day,” said Danielle Clore, executive director of Kentucky Nonprofit Network Inc., which coordinated Kentucky Gives Day. “We didn’t know exactly what to expect. But we were overwhelmed with the generosity that Kentuckians showed today. Nonprofits and Kentuckians truly came together for this powerful day of action. We felt this was a great start to an effort that we hope will continue for years to come.”

A total of 380 charities participated in the event. They represented the arts, the environment, health, children, animal welfare, humanitarian aid and a host of other causes.

The kygives.org site included leaderboards, which tracked the place of each participating nonprofit based on total dollars raised. Organizations were split into one of two leaderboards based on the size of their annual operating budget. Cash prizes were awarded to the top five organizations that raised the most money throughout the day. The prize winners are as follows:

Smaller Nonprofit Leaderboard (annual operating budgets of less than \$500,000 in the last fiscal year):

- 1st place – Thumbs Up for Lane Goodwin Childhood Cancer Foundation, Beech Grove
- 2nd place – Primate Rescue Center, Nicholasville
- 3rd place – Franklin County Women’s Shelter, Frankfort
- 4th place – Step by Step, Inc., Lexington
- 5th place – Active Heroes, Louisville

Larger Nonprofit Leaderboard (annual operating budgets of \$500,000 or more in the last fiscal year):

- 1st place – Prichard Committee for Academic Excellence, Lexington
- 2nd place - Hand in Hand Ministries, Louisville
- 3rd place -God’s Pantry Food Bank, Lexington
- 4th place - Red Bird Mission, Beverly
- 5th place - Kentucky Humane Society, Louisville

An additional cash prize of \$1100 was awarded to the Kentucky Nonprofit Network, Inc. member with the most unique donors during the 24-hour period. Thumbs Up for Lane Goodwin Childhood Cancer Foundation of Beech Grove was awarded the prize.

Deb Moessner, president of Anthem Blue Cross and Blue Shield in Kentucky, one of the day's presenting sponsors, said, "Today, Kentuckians stepped up to the challenge and, for 24 hours, again showed their generosity and commitment to the vital charities that serve our Commonwealth. All the folks at Anthem Blue Cross and Blue Shield are proud of our association with Kentucky Gives Day. It was an historic day, and the results showed the dedication of our neighbors to help one another."

The other presenting sponsor was Baptist Health. Its CEO, Steve Hanson, said, "Kentucky Gives Day brought together people from every corner of our state today, and it was a powerful demonstration of what happens when we all join together to help those in need. It was an honor for Baptist Health to be a part of this effort to enhance the lives and the communities of our Commonwealth."

Additional sponsors include the Community Foundation of Louisville, Toyota Motor Manufacturing, Kentucky and the Kentucky HERO Campaign for Designated Drivers. Clear Channel Lexington and Louisville and the Kentucky News Network were Official Radio Partners. Official television partners included WKYT, Lexington; WAVE 3, Louisville; WYMT, Hazard; WBKO, Bowling Green; WFIE, Owensboro; and WPSD, Paducah. The Lexington Herald-Leader was a print and online partner.

About the Kentucky Nonprofit Network, Inc.:

The Kentucky Nonprofit Network, Inc. serves, strengthens and advances Kentucky's nonprofit organizations. The state association of nonprofits in the Commonwealth, Kentucky Nonprofit Network, Inc. provides education, networking opportunities, technical assistance and sharing of best practices and resources to provide nonprofits with access to the resources needed to effectively meet community needs.

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