



FOR IMMEDIATE RELEASE

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Kentucky's statewide, online giving campaign raises \$222,195 in 24 hours

LEXINGTON, Ky. – Nonprofit organizations participating in Kentucky Gives Day raised a collective \$222,195 yesterday in the state's fifth annual 24-hour online giving campaign. The event, which broke the \$1 million mark with \$181,000 raised in 2016, now stands at \$1,335,300 raised by participating nonprofits over five years. This year brought together 1808 donors who made over 2000 gifts to 139 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 charities 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 \$5,500 in prizes to thirteen organizations throughout the day, including Knott County's Hindman Settlement School, who received top honors for the second year in a row for raising the most money during the 24-hour period, in addition to other prize dollars.

"Wow! The results of the fifth annual Kentucky Gives Day make me proud to be a Kentuckian," said Kim Knopf, CEO of Sleep Outfitters, presenting sponsor of the event. "Our sponsorship is an important opportunity for Sleep Outfitters to give back to the organizations giving so much to you, me and our communities. Congratulations to all of the participating nonprofits," added Knopf.

In addition to Sleep Outfitters, Kentucky Gives Day was sponsored by Anthem Medicaid and Anthem Blue Cross and Blue Shield in Kentucky. The Central Kentucky Community Foundation of Elizabethtown was a regional partner. Media partners included WKYT, Lexington; WAVE, Louisville; Fox 19, Cincinnati; WYMT, Hazard; WPSD, Paducah; WBKO, Bowling Green; WEHT, Owensboro; 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.

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