



**FOR IMMEDIATE RELEASE**

October 5, 2015

Contact: Danielle Clore

[danielle@kynonprofits.org](mailto:danielle@kynonprofits.org), 859-963-3203

## **Nonprofits Encouraged to Participate in KY Gives on #GivingTuesday**

*Kentucky nonprofits encouraged to participate in day of online giving being held on December 1, 2015*

LEXINGTON – [Kentucky Nonprofit Network](#), the state’s association of nonprofits, is pleased to announce the return of [KY Gives](#), a 24-hour statewide online giving event designed to increase philanthropy in Kentucky. The third annual event benefits participating nonprofits across the state as Kentuckians near and far come together for a day of giving. This year, KY Gives is being held in conjunction with #GivingTuesday, the global day of generosity that encourages giving back after Black Friday and Cyber Monday shopping. By engaging as many donors as possible to give to their favorite Kentucky charities, **KY Gives on #GivingTuesday** showcases the collective power of philanthropy.

All nonprofit organizations with 501(c)(3) designation in Kentucky are invited to participate. Nonprofits interested in boosting or launching their online fundraising efforts with **KY Gives on #GivingTuesday** are encouraged to register at [www.kygives.org](http://www.kygives.org), said Danielle Clore, executive director of Kentucky Nonprofit Network – the event’s host. “Thanks to generous Kentuckians, the hard work of Kentucky’s nonprofits and support of our sponsors, KY Gives has raised over \$770,000 in its first two years,” Clore said. “Online giving is an important fundraising tool for nonprofits - affordable, efficient and growing. We look forward to continuing our momentum into 2015, capitalizing on the global #GivingTuesday movement and helping charities use this tool to raise funds to serve their communities,” Clore added.

The deadline for charities to sign up to participate is November 2, however training and support are being provided to charities now. “We encourage nonprofits interested in participating to connect with us as soon as possible to make the most of the resources Kentucky Nonprofit Network is providing to help them be successful,” said Clore.

Kentucky Gives begins at midnight EST on December 1 and continues until 11:59pm EST. Kentuckians will go online to [kygives.org](http://kygives.org), connect with causes they care about and make tax-deductible donations to support the important work of Kentucky charities. Supporters will search for participating nonprofits and simply click to safely and securely donate. Many charities will have matching gift incentives and with support of event sponsors, prizes are awarded by Kentucky Nonprofit Network throughout the day to help nonprofits provide an incentive for donors to keep giving.

Anthem Medicaid and Anthem Blue Cross and Blue Shield in Kentucky are presenting sponsors of the event. With their support, KNN is able to add specific opportunities in the prize pool for health-related charities. “Kentucky Gives is a



proven effort to successfully connect Kentuckians with causes they care about. Anthem Medicaid and Anthem Blue Cross and Blue Shield in Kentucky are proud to stand with Kentucky Nonprofit Network to make this opportunity available for charities across Kentucky,” said Deb Moessner, President of Anthem Blue Cross and Blue Shield in Kentucky.

Media partners have again come together to provide the visibility needed to urge Kentuckians to visit the **KY Gives on #GivingTuesday** website on December 1 and make donations to their favorite charities. Partners include Oculus Studios and Lexington Herald Leader. I Heart Media, Kentucky News Network and 840 WHAS are official radio partners. Official television partners include Lex18 and WKYT, Lexington; WYMT and This TV, Hazard; WAVE3, Louisville; WBKO, Bowling Green; Fox 19, Cincinnati; and WPSD Local 6, Paducah.

###

**About the Kentucky Nonprofit Network:**

*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 the Kentucky Nonprofit Network, visit <http://www.kynonprofits.org>.*

