



**For Immediate Release**

November 24, 2015

Contact: Danielle Clore

[danielle@kynonprofits.org](mailto:danielle@kynonprofits.org), 859-963-3203 x3

**Kentuckians Urged to Give Back after Post-Thanksgiving Shopping**

*147 charitable nonprofits set to participate in this year's day of online giving -*

*KY Gives on #GivingTuesday, December 1*

LEXINGTON – Nonprofits from across the Commonwealth are set to raise as much money as possible for their mission with Kentucky Gives, a 24-hour online fundraising event scheduled for December 1. This year, the third annual event 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, Kentucky Gives on #GivingTuesday showcases the collective power of philanthropy.

Kentucky Gives begins at midnight EST on December 1 and continues until 11:59pm EST. Kentuckians near and far are urged to 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. Leaderboards on the site will track organizations raising the most money with the top five organizations at the end of the 24 hour period winning additional cash prizes. Golden tickets will also be awarded to organizations throughout the day as incentives. A total of \$16,000 in prizes is available to the participating nonprofits.

This statewide online giving event in Kentucky is being coordinated by the Kentucky Nonprofit Network (KNN), Kentucky's state association of nonprofits. An event of this scale provides charities with a cost effective way to promote the important work of the nonprofit community and brings both new donors and more dollars to organizations throughout the state. "Thanks to generous Kentuckians and the hard work of participating nonprofits, KY Gives has raised over \$770,000 in our first two years," said Danielle Clore, executive director of KNN. "Online giving is an important fundraising tool for nonprofits - affordable, efficient and growing. We look forward to continuing our momentum on December 1 and helping our members successfully use online tools to raise needed funds to serve their communities."

At [kygives.org](http://kygives.org), customized profiles of 147 participating charities detail each organization's mission and impact on the community, allowing the nonprofits to introduce their organizations and their important work to potential donors. "Kentuckians' lives are touched every day by nonprofits – sometimes in ways we don't even realize," said Clore. "Our nonprofit organizations provides so much to Kentucky's communities. We are excited to again provide this opportunity for Kentuckians to come together give back to these organizations that serve us and our neighbors so well."

Anthem Medicaid and Anthem Blue Cross and Blue Shield in Kentucky return for the third year as a presenting sponsors of Kentucky Gives. "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 [kygives.org](http://kygives.org) on December 1 and make donations to their favorite causes. iHeartMedia Lexington, iHeartMedia Louisville and the Kentucky News Network are Official Radio Partners. Official Television Partners include LEX 18 and WKYT, Lexington; WAVE 3, Louisville; WYMT and Thirsts, Hazard; WBKO, Bowling Green; WEHT, Owensboro; Fox19, Cincinnati; and WPSD, Paducah. The Lexington Herald-Leader and Oculus Studios are additional media partners.

**About the Kentucky Nonprofit Network:**

Kentucky Nonprofit Network serves, strengthens and advances Kentucky's nonprofit organizations. The state association of nonprofits in the Commonwealth, Kentucky Nonprofit Network 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.

###