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Supporters donate \$674,521 during Kentucky Gives Day

LEXINGTON, Ky. – Kentuckians donated \$674,521 to 234 nonprofit organizations in Tuesday's 12th annual Kentucky Gives Day, a statewide 24-hour online giving event.

Hosted by Kentucky Nonprofit Network (KNN), the state association of nonprofits, the event inspired Kentuckians to donate to their favorite causes and utilize social media to help spread the word.

"Thousands of Kentuckians near and far rallied in support of their favorite nonprofits, investing in their work to serve our neighbors and our communities," said Danielle Clore, KNN's CEO. "As we celebrate the success of the event's 12th anniversary, we are grateful and certainly proud of our Kentucky home!"

Representing a diverse array of causes including human services, healthcare, children's welfare, the arts, humanitarian aid, animal welfare, and environmental conservation, the participating nonprofits are all registered 501(c)(3) organizations.

Clore noted that the event helped bolster support for nonprofits, many of which still face post-pandemic challenges.

"Charitable giving has decreased for many organizations, many volunteers have not returned after the pandemic, and workforce shortages persist — along with increases in costs to provide services," she said.

"Kentucky Gives Day represented a powerful opportunity for the state to come together and ensure the important work of nonprofits continues to strengthen Kentucky communities. The event allows everyone to be a philanthropist and we love that," Clore added.

This year's event brought together 3413 donors making 4187 gifts – all through a single website. Since its debut 12 years ago, participating nonprofits have collectively raised more than \$5.8 million through Kentucky Gives Day. A few additional donations are expected during the day today, allowing any donor missing yesterday's opportunity to participate. The day was possible thanks to sponsors: Anthem Blue Cross Blue Shield of Kentucky, Aetna Better Health of Kentucky, LG&E and KU Foundation, and Impressions Marketing; media partners WHAS, WLAP, and Kentucky News Network; and regional partner Central Kentucky Community Foundation in Elizabethtown, which provided support and prize incentives to participating nonprofits in their region.

More information about Kentucky Gives Day, including the results of funds raised by participating charities, is available at www.kygives.org.

Serving as the state's association of nonprofits, **KNN** was founded in 2002 and exists to strengthen and advance the Commonwealth's nonprofit organizations, which are essential to vibrant communities. KNN provides quality education, sharing of best practices and resources, time and money-saving member benefits and a unified public policy voice for its 1,000+ member nonprofits.

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