



For Immediate Release

December 2, 2015

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Kentuckians Contribute Generously to Commonwealth's Third Annual Statewide Online Giving Event

LEXINGTON – Kentucky Gives, the Commonwealth's spin on the global #GivingTuesday movement to encourage giving back to charity after Black Friday and Cyber Monday shopping, raised \$142,138 yesterday in partnership with 144 Kentucky Nonprofit Network member organizations from across Kentucky. Participating organizations represented the arts, the environment, health, children, animal welfare, humanitarian aid and a host of other causes.

By engaging as many donors as possible to give to their favorite Kentucky causes through the website kygives.org, the event showcases the collective power of philanthropy and the important work of nonprofit organizations. 1379 donors made 1413 gifts on the Kentucky Gives website from 12:00am until 11:59pm EST on December 1. The event helped generate over \$18,000 in matching grants secured by the participating nonprofits and \$16,000 in prizes were awarded by the event host, Kentucky Nonprofit Network.

Kentucky Gives was just one of the #GivingTuesday fundraising efforts in Kentucky. Initial reports indicate that over \$60,000 was raised from additional fundraising efforts across the Commonwealth yesterday. Global fundraising totals for #GivingTuesday are not yet confirmed.

"We are absolutely thrilled with the way Kentuckians responded to the third annual KY Gives Day," said Danielle Clore, executive director of Kentucky Nonprofit Network which coordinated the event. "The generosity of Kentuckians, near and far, was amazing — showing tremendous pride in their Kentucky home."

Anthem Medicaid and Anthem Blue Cross and Blue Shield in Kentucky return for the third year as a presenting sponsor of Kentucky Gives. "Kentuckians have once again shown that we are a generous Commonwealth," said Deb Moessner, President of Anthem Blue Cross and Blue Shield in Kentucky. "KY Gives is a proven effort to connect Kentuckians with causes they care about and Anthem is proud to sponsor this opportunity."

Media partners again came together to provide the visibility needed to urge Kentuckians to

visit kygives.org and make donations to their favorite causes. iHeartMedia Lexington, iHeartMedia Louisville and the Kentucky News Network were Official Radio Partners. Official Television Partners included 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 were additional media partners.

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

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