



For Immediate Release

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CKCF Launches Central Kentucky Cares Fund for Disaster Relief

ELIZABETHTOWN, KY (April 6, 2020) – In response to the ongoing crisis and to aid the community, Central Kentucky Community Foundation is activating its disaster relief fund, **Central Kentucky Cares**.

The fund will rapidly deploy resources through nonprofit organizations to support people directly affected by the COVID-19 crisis. The goal of the fund is to attract and provide financial assistance to help communities, households and people, who are disproportionately impacted by the virus and its economic consequences.

"In times of crisis, our community always steps up to the challenge," said Davette B. Swiney, CKCF president and CEO. "This time is no different. The Central Kentucky Cares Fund provides an opportunity for the community to come together to help those directly affected by the COVID-19 crisis. It is a one-stop place for people to make a difference in this challenging time."

CKCF put \$5,000 into the fund along with initial gifts from donors. Anyone can give to support the Central Kentucky Cares Fund at ckcf4people.org/central-kentucky-cares. All donations made to this fund will be used to respond to the impact of this outbreak on our community.

"The COVID-19 crisis is like none we have ever faced before," Swiney said. "As the weeks go on, the hardship on individuals and families intensifies increasing the demand for health, food, rent and utility assistance. Our local nonprofit organizations are striving to meet this surge in demand for their services and this fund will help them do just that."

Lindsey Alicna, CKCF board chair, said the fund provides a sense of unity and combines our collective resources to make a bigger impact for those in need.

"Central Kentucky Cares is a way we can make it easy for community-minded businesses and individuals to give to our neighbors in need," she said. "The fund allows us to pull our efforts together in these challenging social and economic times and give our community a sense of togetherness. It also has created a certain way we can help those in need in these uncertain times."

Grants from the Central Kentucky Cares Fund will be made to nonprofit organizations that aid individuals and families directly impacted by the COVID-19 crisis. These will be quick grant applications designed to deploy dollars quickly. A grants committee will review and make award determinations based on funds available.



Since the start of the COVID-19 outbreak, area nonprofit organizations have only seen an increase in requests, said Hope Burke, executive director of Helping Hand of Hope.

“Every day we help fill the needs of people that are needing extra assistance and people needing a hand up,” she said. “Now that COVID-19 has hit our community, we are getting calls from all over. People are requesting help they never expected to need.”

“This is something that’s affecting every single one of us,” she added. “This is a time where we as a community can all come together.”

The fund covers all nine counties CKCF serves: Breckinridge, Grayson, Hardin, Hart, LaRue, Marion, Meade, Nelson and Washington counties. Gifts can be directed to specific counties when requested.

For those interested in giving, The CARES Act includes a charitable tax break for filers who claim the standard deduction. It allows individuals to contribute up to \$300 to nonprofit organizations. For those who itemize, the CARES Act also increases their donor deduction option. During this peak of COVID-19, itemizers can give as much as you want to charities without exceeding the deductible percentage cap. For companies that give, the current 10-percent limitation is increased to 25 percent of taxable income.

As a 501(c)(3) nonprofit organization, gifts to the Central Kentucky Cares Fund at Central Kentucky Community Foundation qualify for the tax deductions passed in the CARES Act.

Swiney said while people are practicing social distancing, they may be looking for ways they can help their neighbors while remaining safe.

“In a time of uncertainty and concern, our nonprofit community is a face of hope and comfort to the people they serve as well as the many volunteers and staff who help the work carry on,” she said. “As we strive to keep our families safe, we still want to provide help to our neighbors in need. Giving to the Central Kentucky Cares Fund is a way we can show our love for others and this community.”

More information about the Central Kentucky Cares fund can be found at ckcf4people.org/central-kentucky-cares/.

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About Central Kentucky Community Foundation

Central Kentucky Community Foundation is the philanthropic focal point in the region, serving as a resource, leader and catalyst to people who wish to improve life in their community. For more about CKCF, go to ckcf4people.org.