



For Immediate Release

Media Contact:

Gina Clear

gclear@ckcf4people.org

270-737-8393

Local organizations combine disaster relief efforts

ELIZABETHTOWN, KY (May 1, 2020) – To better serve the community during the COVID-19 outbreak, Central Kentucky Community Foundation and United Way of Central Kentucky have combined their disaster relief efforts.

United Way of Central Kentucky will merge their fund with the Central Kentucky Cares 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.

“Through this partnership, we can better serve our community by looking collectively at the needs and aligning our joint resources to in response to those unmet needs,” said Davette B. Swiney, CKCF president and CEO. “We are fortunate to have strong community partners to work with in situations like this. Together we can make a bigger impact in the communities we serve. We are excited to do this work alongside United Way.”

Christa Shouse, director of development for UWCK, said the organization’s 211 resource hotline has seen a record number of requests in the last month seeking assistance with rent, utilities and food. She said by combining the funds the two nonprofits can streamline the giving and grant application process and remove additional barriers for residents.

“By joining forces we will reduce the need for agencies to apply to multiple sources for funds, get money where needed quicker and forge a working partnership with CKCF to better meet the needs of our community,” said Joe Fowler, president & CEO of United Way of Central Kentucky.

Nonprofits can apply for grants at ckcf4people.org/central-kentucky-cares. Applications are short to collect information needed to make sound grant decisions but not burdensome on the applicants. The online grant process helps CKCF deploy dollars quickly. A grants committee will review and make award determinations frequently.

UWCK serves five of the nine counties CKCF serves. Grants are available for nonprofit organizations in all counties – Breckinridge, Grayson, Hardin, Hart, LaRue, Marion, Meade, Nelson and Washington counties – the organizations serve. Gifts can be directed to specific counties when requested.

Anyone can give to support the fund at ckcf4people.org/central-kentucky-cares or <https://www.unitedwayck.org/civcrm/contribute/transact?reset=1&id=1>.



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 organizations, gifts to the Central Kentucky Cares Fund qualify for the tax deductions passed in the CARES Act.

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

###

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.