



For Immediate Release

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Statewide Day of Online Giving Brings Kentuckians Together on May 12

ELIZABETHTOWN, KY (May 1, 2020) – With most Kentuckians conducting more of their life online during the COVID-19 outbreak, they can also take their support of nonprofit organizations to the internet.

In a May 12 event perfect for this time of physical distancing, Central Kentucky nonprofit organizations will be looking for people to champion their causes and support their work. Kentuckians near and far will participate in Ky. Gives Day, a 24-hour online giving event, where people can contribute to 23 nonprofit participants in our region. For the fifth year, Central Kentucky Community Foundation will sponsor the effort locally.

“During this time, our nonprofit organizations have stepped up for those in need,” said Davette B. Swiney, president and CEO of Central Kentucky Community Foundation. “Now it is time for us to support them through giving, if you are able, and by becoming a fundraising or social media champion for your favorite organizations.”

The giving day is an online annual fundraising event hosted by the Kentucky Nonprofit Network, bringing nonprofits and Kentuckians together for a powerful day of action. The 24-hour event begins at midnight EST on May 12 and continues until 11:59 p.m. EST. Donors will go online to kygives.org, connect with the Kentucky charities and causes they care about, and make contributions.

“Kentucky Nonprofit Network creates a great opportunity with Ky. Gives Day, and given the current situation, this day of online giving comes at a time when our local nonprofits need the extra support,” Swiney said.

Last year’s Ky. Gives Day raised more than \$155,652 for nonprofit organizations in our region. Of that total, \$92,637 was raised online through kygives.org, the online giving site. Some organizations also secured offline gifts in the form of match donations totaling \$63,015. Those gifts came from 617 donors in 646 gifts to 22 organizations.

“We know that this year’s situation is different, but we also know that we live in a generous community who support our nonprofits and their missions,” Swiney said. “Ky. Gives Day provides the opportunity for Kentuckians to join together and raise funds and awareness for the good work our nonprofits do. Many regular in-person fundraising events have been cancelled this spring, and we know giving will be impacted. Ky Gives Day offers nonprofit organizations a cost-effective way to connect with donors online.”



KNN will award prizes throughout the day as an additional incentive for donors to keep giving. CKCF also will award Most Dollars Raised first, second and third place prizes, a prize for Most Unique Donors, and three Power Hour prizes for most dollars raised from 8-9 a.m., 11 a.m.-noon and 2-3 p.m. to its regional participating organizations.

“Kentucky Gives Day brings communities from across Kentucky together through the power of philanthropy,” KNN Executive Director Danielle Clore said. “KNN is proud to partner with nonprofit organizations, our sponsors, regional partners, media partners and donors to make May 12 another powerful day of action in the Commonwealth.”

This year, 23 regional nonprofit organizations registered to participate in Ky. Gives Day. The organizations serve CKCF’s the 9-county region of Breckinridge, Grayson, Hardin, Hart, LaRue, Marion, Meade, Nelson and Washington counties. Each organization is conducting their own online campaigns as Ky. Gives Day 2020 draws nearer. Some secure matching gifts that will double the impact of donations.

Participating this year are the American Cave Conservation Association; Barktown Rescue; Bernheim Arboretum and Research Forest; Big Brothers Big Sisters of Kentuckiana; CASA of the Heartland; Central Valley Feed the Homeless; Community Health Clinic; Family Enrichment Center; Feeding America, Kentucky’s Heartland; Friend For Life Cancer Network; Friends of Hardin County Animal Shelter; Friends of the Hardin County Public Library; Guthrie Opportunity Center; Helping Hand of Hope; Hospice of Southern Kentucky; Isaiah House Treatment Center; Junior Achievement of Kentuckiana; Mission Hope for Kids; St. James Catholic School; Silverleaf Sexual Trauma Recovery Services; Stephen Foster Drama Association; Sunrise Children’s Services; and The Lincoln Museum.

“We hope the community rallies together on May 12 for our nonprofit organizations to make this an amazing day,” Swiney said. “Every gift, no matter the size, matters and adds up to make a significant impact for our region. You can also help these organizations by following them on social media and help spread the word about Ky. Gives Day.”

All gifts made through kygives.org on Ky. Gives Day are tax deductible and are made through a secure online giving platform.

For more information, go to ckcf4people.org or follow Central Kentucky Community Foundation on Facebook, Twitter or Instagram.

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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.