

Community-driven philanthropy is the heart of GoodGiving Guide

By Chuck Creacy and Chris Eddie

BUSINESS LEXINGTON

These are trying times for nonprofits. The economic downturn has reduced many traditional sources of charitable funding, and at the same time, the needs have increased dramatically. Devastating tragedies worldwide can spur generosity on a global scale with the latest Web-based and mobile giving technology, but how can smaller, local nonprofits that are vital to the Bluegrass region compete to survive?

They can do it by leveraging one of the most basic driving forces behind philanthropic giving: our common sense of community.

People who donate do so for many reasons. Some are driven by a personal interest in a particular cause. Many businesses contribute as a way to improve employee morale and give something back. But for virtually everyone who gives, the desire to build and enhance our shared community is a strong motivator. And while many share that desire, there is a large segment of the population, particularly our younger professionals, who have not yet had access to the tools or the information that will inspire them to give.

That is why the Blue Grass Community Foundation (BGCF) and Smiley Pete Publishing have teamed up to launch the first annual GoodGiving Guide. We want to bring a genuine sense of community back to charitable fundraising.

The GoodGiving Guide is not just another way to give. It is a campaign to educate and inspire a whole new generation of community-oriented generosity and involvement. It is a platform for central Kentuckians to communicate, to identify what is impor-

tant to us and to come together in support of those causes.

The campaign, which will run from Oct. 27 to Dec. 31, will collect donations on behalf of 58 Lexington-based nonprofit organizations, and 100 percent of the money donated, minus any credit card or bank processing fees, will go directly to the designated charities.

Too often, we rely on the same generous names and faces to fund the worthy local causes that benefit us all. The goal of the GoodGiving Guide is to build a wider pool of givers, no matter what size their contributions today might be. We want to inspire people to step up today, to start giving early, and to make it a lifelong habit.

BGCF has made a significant investment in providing an innovative Web platform that will make it easy for every citizen with Internet access to educate themselves on many great local causes and to give whatever they can to support those efforts. The foundation has also stepped up to provide a \$10,000 cash prize pool for the nonprofit organizations that have the most success in attracting donors, and young donors in particular, as well as raising funds.

"We want to help grow and engage that next generation of charitable givers," said Lisa Adkins, president and CEO of the Blue Grass Community Foundation. "We know that more and more people are moving their charitable giving online, and we hope that our site will have appeal, in terms of making it quick and simple and accessible to younger donors."

In our 15 years of producing local publications in Lexington, including Chevy Chaser, Southsider and Business Lexington

magazines, we at Smiley Pete Publishing have learned quite a bit about what a powerful sense of community can do. Indeed, from day one, our business has been built on it. Based on the strong support and response we have enjoyed over the years from our readers, we know that Lexington's sense of local pride and connection, and its desire to grow and succeed together as a community, is powerful. In addition to the GoodGiving Guide's online efforts, Smiley Pete Publishing will be reaching out to its reader base with a print edition of the guide, providing a detailed profile of each nonprofit that is participating in the program and encouraging everyone to give what they can.

Local businesses can play their part in this effort, too. By partnering with nonprofits to match individual donations and offering incentive prizes and discounts for donors, our business community will not only aid the dozens of participating charities in their time of need, but also help to build this community-driven spirit of giving that will hopefully last far beyond this holiday giving season.

"We are hoping for a more charitably informed and engaged community that is excited about the difference a donation can make, especially when they are acting collectively with hundreds of others," said Adkins.

For more information on the GoodGiving Guide or to find out how your company can participate, call Chuck Creacy or Chris Eddie at (859)281-2317, or email chuck@smileypete.com or chris@smileypete.com. **E**

Chuck Creacy and Chris Eddie are co-publishers at Smiley Pete Publishing.

Getting to know our local good causes

By Barbara A. Fischer

OP-ED

In May 2010, BGCF commissioned a market research survey of over 500 Lexington residents over the age of 18. Twenty percent of those surveyed could not name a single charity. Of those that could name one, 42 percent could not name a second. And yet most respondents did contribute to a nonprofit within the last year.

There is no doubt that the people of Lexington are charitable — they have causes they believe in and they want to help. Our goal at Blue Grass Community Foundation is to educate all donors about the services our local nonprofits provide — and to grow a more dynamic pool of well-informed givers. We believe that the more people know about our community's needs and the many amazing local charities serving those needs, the more they'll give.

That's why we're so excited about partnering with Smiley Pete Publications on the 2011 GoodGiving Guide and Giving Challenge.

"Sometimes it feels easier to contribute to a large, well-known national organization," said Lisa Adkins, president/CEO of Blue Grass Community Foundation. "The GoodGiving Guide will highlight local nonprofits that do such good work right here. We're all aware of the importance of eating, shopping, and buying locally. It's just as important to give locally."

The 2011 GoodGiving Guide and Giving Challenge will help Lexington donors do just that. The GoodGiving Guide will feature clear, concise online portraits of 58 Lexington nonprofits. Smiley Pete Publishing will also produce 55,000 copies of a print version of the magazine for distribution to potential donors throughout Lexington. The challenge will take place during the busiest giving season of the year — Oct. 27 to Dec. 31. And just to make things more interesting, the Community Foundation will provide \$10,000 in awards to organizations with the most donations, most new gifts, youngest donors, etc.

"For as many unique needs as there are in our community, there are just as many unique desires to give," said Adkins. "Our role is to help givers of all means find meaningful opportunities to use their passion for good. We are thrilled to combine the Community Foundation's expertise in philanthropy with the power of Smiley Pete's publications to bring this fun, innovative way to give to our community."

Blue Grass Community Foundation's mission is to encourage everyone, no matter what their means, to get involved and make a difference. The GoodGiving Guide and Giving Challenge is one more positive step in that direction.

To learn more about Blue Grass Community Foundation and how you can make a difference, contact Lisa Adkins at ladkins@bgcf.org or (859)225-3343. **E**

Barbara Fischer is director of nonprofit services for Blue Grass Community Foundation.

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— LISA ADKINS, PRESIDENT AND CEO OF THE BLUE GRASS COMMUNITY FOUNDATION

Non-Profits Featured in the First Annual Good Giving Guide

AAEP FOUNDATION INC
BLUEGRASS CHAPTER OF THE AMERICAN RED CROSS
ART MUSEUM AT THE UNIVERSITY OF KENTUCKY
BALAGULA THEATRE COMPANY
BLUE GRASS COUNCIL BOY SCOUTS OF AMERICA
BLUEGRASS COMMUNITY & TECHNICAL COLLEGE FOUNDATION INC
BLUEGRASS CONSERVANCY INC
BLUEGRASS DOMESTIC VIOLENCE PROGRAM INC
BLUEGRASS PRIDE
BLUEGRASS RAPE CRISIS CENTER INC
BLUEGRASS TECHNOLOGY CENTER FOR PEOPLE WITH DISABILITIES INC
BLUEGRASS TOMORROW INC
CARNEGIE LITERACY CENTER INC
CATHOLIC CHARITIES OF THE DIOCESE OF LEXINGTON INC
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KENTUCKY HORSE PARK FOUNDATION INC

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KENTUCKY REFUGEE MINISTRIES INC
KIDNEY HEALTH ALLIANCE OF KENTUCKY INC
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