

FOR IMMEDIATE RELEASE

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**Yep, we ROCed it: 6,600 ROCstars raise \$567,036
for the nine-county Greater Rochester region**

Hundreds of not-for-profit organizations received a ROC'n year-end boost

ROCHESTER, N.Y. – An epic 24-hour giving event, ROC the Day, just finished with some ROC'n preliminary results: \$467,036 given by over 6,600 ROCstar donors who made 9,700 donations throughout the day. At least another \$100,000 was raised through challenge grants and incentives today. Over 90% of registered agencies received ROC the Day gifts from donors across the region.

The entire nine-county Greater Rochester region was encouraged to make an end-of-year gift to help advance their philanthropic passions. Nearly 700 501(c)(3) not-for-profits serving Animals, Arts & Culture, Community Benefit & Economic Development, Education, the Environment, Health, Human Services and Religion participated to receive donations.

"The Greater Rochester region continues to set itself apart from other areas across the country as one of the most caring, giving communities," said Dr. Anne Kress, United Way Board Member and President of Monroe Community College. "We proved, yet again, how powerful we can be when we come together to make a positive local impact."

Meredith Bonn has been crowned the official 2011 ROC the Day ROCstar. She helped make ROC the Day history as the 1,208th donor during this region's first-ever community-wide online giving event. Check out the social media buzz to thank Meredith and the other ROCstars with us.

The official ROCstar and 23 other donors were randomly selected to send an extra free \$500 to the charity of their choice. In addition, thanks to the Rochester Area Community Foundation, four not-for-profits registered in the Arts & Culture, Community Benefit & Economic Development, Human Services and Environment categories will receive a \$5,000 bonus for having the most donors.

Registered organizations including the Eastman Young Professionals, Monroe Community College Foundation, ArtPeace, Inc. and Foundation of the Monroe County Bar, hosted early morning breakfast events, all-night parties, social media



round-ups and other events to inspire their own ROCstars throughout the day.

A final gift total (all gifts processed/audited) and final number of donors will be available no later than January 31.

ROC the Day was powered by United Way of Greater Rochester with sponsorship support from ESL Federal Credit Union, Nixon Peabody and Innovative Solutions. Additional ROC the Day community partners include Ad Council of Rochester, Association of Fundraising Professionals, Genesee Valley Chapter, City of Rochester, Council of Agency Executives, County of Monroe, The Farash Foundation, Greater Rochester Health Foundation, The Jewish Federation, RocCity Coalition and Rochester Area Community Foundation. Several media and community organizations, including Wegmans, participated as promotional partners. Visit www.ROCtheDay.org for the full list and to see more details about the event.

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