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Contact: John Turner, Vice President, Public Relations
Cayuga Health
(607) 274-4498

Cayuga Health Partners with Ithaca Based GiveGab for #CayugaGivingDay 24-Hour Campaign

Giving Day to Support COVID-19 Response Funds

June X, 2020 Ithaca, New York — Cayuga Health announced today that it is partnering with Ithaca based GiveGab to help replenish critical financial resources that have been depleted due to the COVID-19 pandemic. #CayugaGivingDay will take place over the course of 24 hours on June 30 and will be based online from midnight-to-midnight at www.cayugagivingday.org.

Cayuga Health announced earlier this year that all of their annual in-person galas and fundraising activities in 2020 are canceled. This new virtual event will be hosted and organized by Ithaca, NY based, GiveGab, using their non-profit giving platform.

“We have all had to make significant changes during this pandemic. Not only did we take this fight head-on to make sure that our community was informed and prepared, we witnessed a significant decrease in patient volume and revenue across our health system,” states Dr. Martin Stallone, CEO of Cayuga Health. “While we do expect our volumes to increase over time, we have set up response funds to aid with this burden. I would like to thank Mr. Mulligan and his team for their partnership. We are hopeful for a successful inaugural Cayuga Giving Day later this month.”

“Since GiveGab is Ithaca born and based, I reached out to Cayuga Health to offer our services pro bono in support of their foundations during this pandemic,” stated Charlie Mulligan, CEO, co-founder and board member. “They (Cayuga Health) are our local health care resource and have been leading the COVID-19 response without delay, even while they had their own struggles due to the Coronavirus.”

“We are very proud of our health system’s COVID-19 response rate which ultimately aided in the recent reopening of our regional businesses,” stated Steve Savage, Executive Director, Cayuga Medical Center Foundation. “When Charlie reached out to me to offer their platform for free, I was surprised and jumped at the opportunity. #CayugaGivingDay will be a 24-hour giving campaign for Cayuga Medical Center, Schuyler Hospital and Seneca View Skilled Nursing Facility. During this 24-hour period funds can be earmarked for specific giving. Minutes can make the difference in helping us to raise funds to continue to provide the best care for our communities, Right Here.”

GiveGab powers hundreds of Giving Days locally and nationwide; including FLXGives, Giving is Gorges, and the Purdue Day of Giving, which raised over \$41M in 2019. GiveGab offers a place to give and to share or gab about philanthropy. GiveGab is the #1 digital solution for connecting people with the causes they care about through Giving Days and year-round fundraising.

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About Cayuga Health

Cayuga Health (CH) has two hospitals, Cayuga Medical Center and Schuyler Hospital, as well as a multi-specialty group, Cayuga Medical Associates. Combined employment, including affiliated organizations, is over 2,200 employees. CH is clinically linked to Mayo Medical Laboratories, Rochester Regional Health for cardiac services, Roswell Park for cancer services, and the University of Rochester for neurosciences. .

About GiveGab: GiveGab is the Nonprofit Giving Platform, providing an easy and effective way for fundraising professionals to raise money online. Designed for cause-based organizations, community foundations, and educational institutions, GiveGab offers a complete suite of products and services including Giving Days, Community Giving, Philanthropy Hub, Crowdfunding, and a year-round fundraising suite for campaigns, events, p2p, and embeddable donation forms. Experience the joy of fundraising at GiveGab.com.