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**FOR IMMEDIATE RELEASE:**

November 30, 2022

**ROC THE DAY RAISES \$1,084,892 MILLION IN 24 HOURS**

**600 Nonprofits Benefit from United Way's Online Giving Event**

ROCHESTER, NY –In just 24 hours, the Greater Rochester and Finger Lakes region mobilized to donate **\$1,084,892** to 600 local nonprofits during ROC the Day.

Between midnight and 11:59 p.m. on November 29, more than **8,740** donations were made to local nonprofits, which aligns with #GivingTuesday, a global effort to give back during the holiday season.

The event is hosted and managed by United Way of Greater Rochester and the Finger Lakes. In its 12-year history, ROC the Day has raised more than \$10 million for nonprofits in the nine-county Greater Rochester region.

“ROC the Day is a reminder of all the good there is in our community,” said Jaime Saunders, President & CEO of United Way of Greater Rochester and the Finger Lakes. “The current economic downturn paired with the aftermath of the pandemic has put a strain on nonprofits, but year after year, our community shows up for our nonprofits in big ways and sets a remarkable example of generosity.”

This year's ROC the Day sparked even more donations through two incentives sponsored by Glover-Crask Charitable Trust:

- Every odd hour (1 a.m., 3 a.m., etc.), a lucky ROCstar donor was randomly chosen to give an extra \$500 to the charity of their choice.
- Additionally, every even hour (2 a.m., 4 a.m., etc.) the registered nonprofit with the highest number of unique donors received an extra \$500 bonus.

Visit [www.ROcTheDay.org](http://www.ROcTheDay.org) for more details about the event and the full list of nonprofit participants.

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*The mission of United Way of Greater Rochester and the Finger Lakes is to unite the goodwill and resources of the entire region so everyone can thrive. United Way mobilizes thousands of workplaces, tens of thousands of donors, thousands of volunteers, and hundreds of human service agencies in coordinated and critical action, to achieve what no one individual or organization can do alone. Please visit us online at [unitedwayROCLX.org](http://unitedwayROCLX.org)*