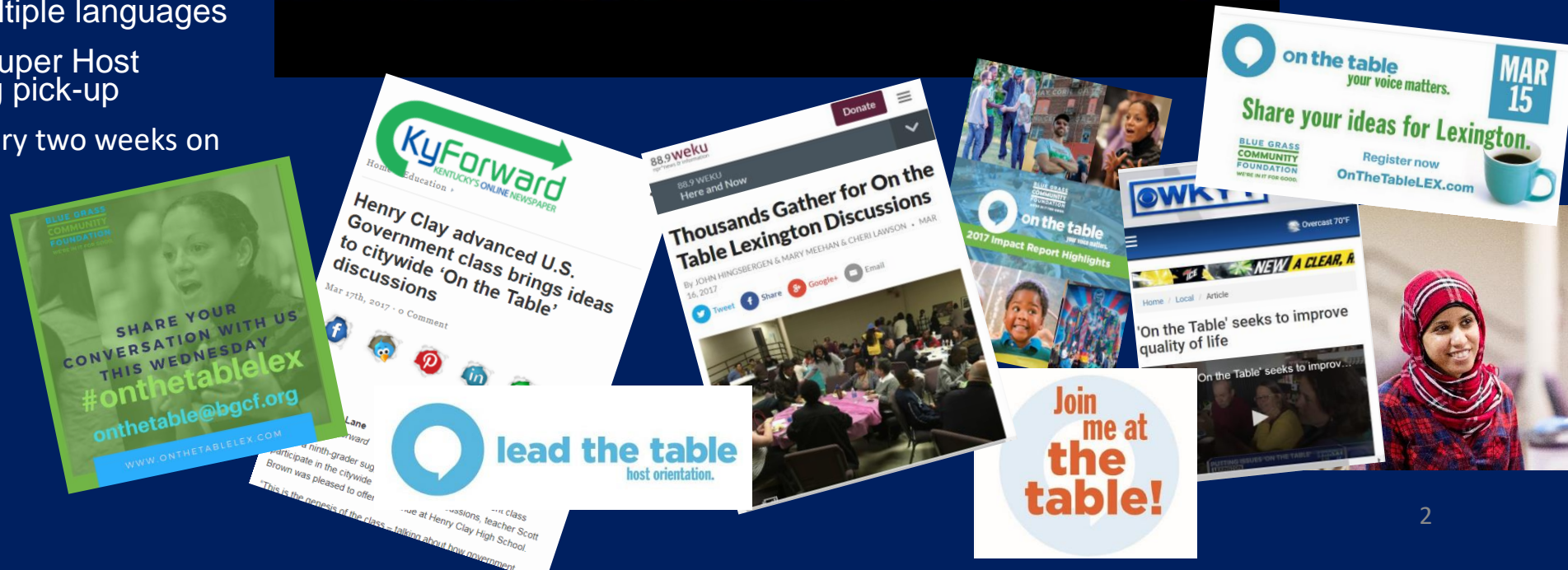


Lexington, KY
March 28, 2018

Last Year - March 15, 2017

- Strong partnership with city government, young professionals and school district
- Super Host outreach - Information sessions geared towards nonprofits, schools and faith communities
- Deep social media outreach to varied audiences utilizing video, digital collateral and audience targeting
- Work with a consultant for outreach to under-represented populations
- Materials available in multiple languages
- Lead The Table – Host/Super Host orientation and swag bag pick-up
- Top 10 issues discussed every two weeks on local talk radio
- Wrap up video
- Impact Report
- Imagine Lexington
- What's Next? Grants
- Press coverage



WHY *On the Table*?

Now - *more than ever* -
people need to
connect, engage, know
their neighbors and
participate in civil and
civic discourse.

BY THE NUMBERS

On March 15, 2017, Lexington came together in mealtime conversations to discuss not only what's great about our community, but ways to make it better - more sustainable, just, safer, stronger and vibrant. At Blue Grass Community Foundation, we know people invest in what they help create and big ideas can spring from small conversations. That's what On the Table is all about.

More than

11,000 PARTICIPANTS

at nearly

1,100 TABLES throughout the city

Representatives from

EVERY RESIDENTIAL LEXINGTON ZIP CODE

#onthetableLEX and #ottLEXyouth reached

662,337 PEOPLE

through social media on March 15

**BLUE GRASS
COMMUNITY
FOUNDATION**
WE'RE IN IT FOR GOOD.



Partners
Lexington Division of Planning
Leadership Lexington
Fayette County Public Schools
Knight Foundation
The Kresge Foundation

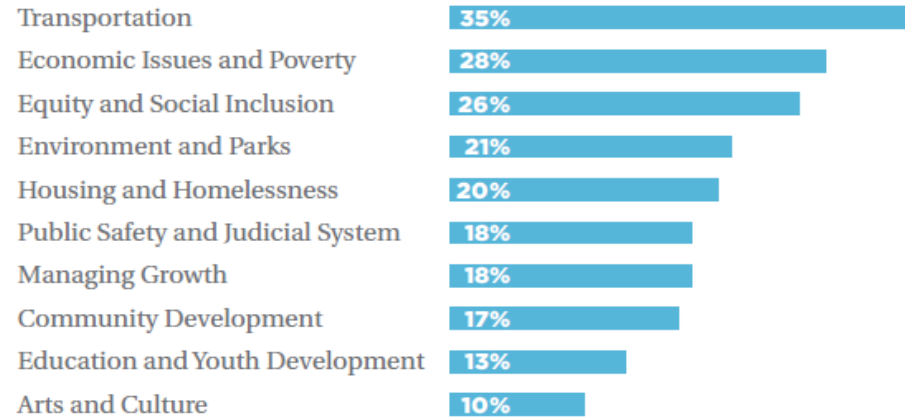


2017

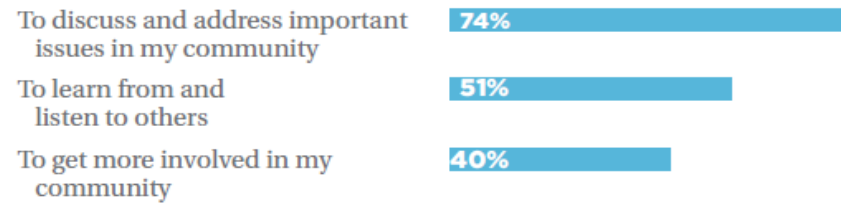
THE CONVERSATIONS.

On the Table 2017 conversations highlighted issues community members across the city and county care about — and united participants to talk about ways we can address them.

These are the 10 topics most frequently discussed by *On the Table* participants:



Why did Lexingtonians join the conversation?



62% of respondents spoke with one or more attendees they did not already know.

2017

THE PEOPLE.

On the Table 2017 engaged participants from all walks of life – representing diverse ages, races, interests, levels of civic engagement and more.*

An estimated
1,200
conversations

An estimated
11,700
participants

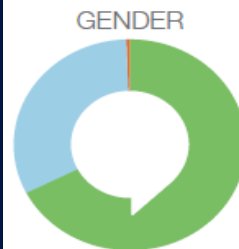
Following *On the Table*, **1,464 participants** responded to the survey.

A Highly Engaged and Self-Motivated Group:

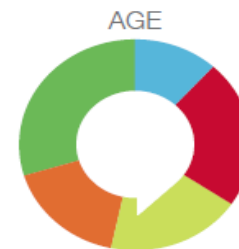
71% of respondents are somewhat to very involved in community and neighborhood activities.

82% of respondents donated more than \$25 to a charitable organization in the past year.

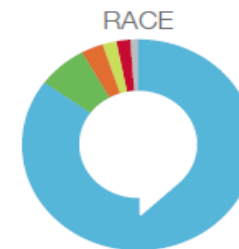
79% of respondents always vote in local elections.



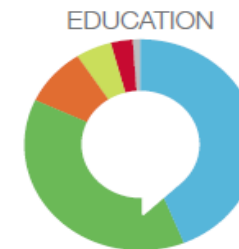
68% Women
32% Men
0.1% Other



12% 18-29
23% 30-39
19% 40-49
17% 50-59
30% 60 & up



85% White
7% African American
3% Hispanic/Latino
2% Multiracial
1% Other
1% Asian



0.7% Less than High School
3% High School Diploma/GED
5% Associate/Vocation Degree
9% Some College
38% Bachelor's Degree
44% Graduate Degree

*This data only represents the people who participated in *On the Table* and completed the post-conversation survey. It is not reflective of all *On the Table* participants.



2017

THE ATTITUDES AND IMPACT.

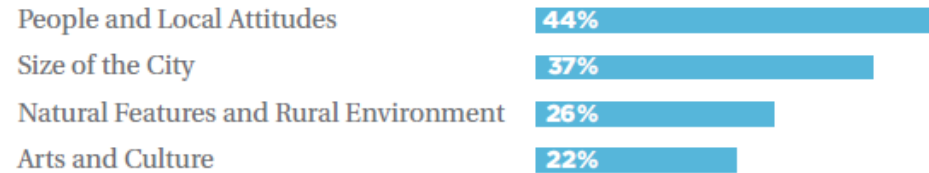
97%

of respondents rate Lexington as a good or excellent place to live

93%

of respondents feel somewhat to very attached to their local community

What do respondents find most appealing about Lexington?



83%

... of respondents say they better understand how they can help address community issues as a result of their *On the Table* conversations.

... of respondents believe they can have a moderate to big impact on making our community a better place to live.

1.3 million ON THE TABLE SOCIAL MEDIA IMPRESSIONS

WHY *On The Table* 2018?



KNIGHT FOUNDATION



on the table

your voice matters.

BLUE GRASS COMMUNITY FOUNDATION

BGCF50

50 YEARS OF INSPIRING GENEROSITY

WHAT is *On The Table 2018*?

- One day community engagement initiative on March 28, 2018
- Lexington, Frankfort, Woodford County, Clark County and surrounding areas having community-wide conversations
- Small groups of 8 -12 people
- ***Everyone*** is invited to host or attend

Why come back to the table?

- With almost 12,000 people at the table last year, shouldn't you and the people around you be there too?
- Opportunity to discuss what matters to YOU and bring new voices to the table.
- Civic and civil discourse has never been needed more!
- Your input will inform community investment, direction and will be shared with the public, local leaders and decision-makers.



The Specifics -2018

Mealtime Conversations

IT IS UP TO THE HOST!



The Specifics - 2018

Where:

Homes, Restaurants, Schools,
Public Spaces, Places of Worship,
Offices...Anywhere!



IT IS UP TO THE HOST!

The Specifics -2018

What
should I serve?

IT IS UP TO THE HOST!



So how do I register?

Step 1: Go to www.bgcf.org/onthetable

Step 2: Click on “Register Now”

The screenshot shows the website <https://www.bgcf.org/onthetable>. The page features the Blue Grass Community Foundation logo and navigation options: LEARN (WHAT WE DO), GIVE (FOR IMPACT), and ENGAGE (IN COMMUNITY). A sidebar on the left lists: Calendar, Community Engagement, On The Table, Register Now, Tools & Resources, 2017 Results, Partners, and BGCF 365. The main content area includes the 'on the table' logo with the tagline 'your voice matters.' and a large green call to action: 'JOIN US ON MARCH 28!'. On the right, there are social media icons (Facebook, Twitter, YouTube) and a search bar. A prominent red circle highlights the 'ON THE TABLE REGISTER NOW' button, with a large orange arrow pointing down to it from the top of the page.

So how do I register?

Step 3: Fill in form

Step 4: Click “Submit”

COMMUNITY FOUNDATION
FOR IT FOR GOOD.

LEARN
WHAT WE DO

GIVE
FOR IMPACT

ENGAGE
IN COMMUNITY

CONTACT US

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& Resources

Results

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365

365

Kentucky

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nge

REGISTER NOW - ALL COMMUNITIES - MARCH 28

Choose all that apply

- I will host between 1 and 19 tables of 8-12 people per table.
- I, my organization or business, will host 20 or more tables of 8-12 people per table.
- I am an invited guest at a hosted table.
- I want to join an open conversation at a local public venue.

*

NAME

First *

Last *

Organization or Business Name

TOOLS

ON

Dates to Remember:

- Lead The Table: Limestone Hall, Downtown Lexington - March 7 from 5 pm – 7 pm
- Press Conference: City Hall, Downtown Lexington - March 15 at 10 am
- Blue Grass Community Foundation On The Table Breakfast: Malone's Prime Events, Lexington at 8am

The Power of Partnership



LEXINGTON

