

Adirondack Trust Company Community Fund

News Release

FOR IMMEDIATE RELEASE:

For further information please contact:

Joan Taylor
Chairperson
(518) 587-1057

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John Fullerton
Administrator
(518) 584-5844

ADIRONDACK TRUST COMPANY COMMUNITY FUND ANNOUNCES 2014 AUTUMN OF GIVING MATCH CAMPAIGN

Saratoga Springs, New York...The Adirondack Trust Company Community Fund announced today that it has launched its second Autumn of Giving Match Campaign. This campaign, again brings together the ATC Community Fund, The Adirondack Trust Company, and community minded individuals and businesses to raise donations to benefit the Fund's annual, local charitable Lend-A-Hand Grant Program.

The Matching campaign's goal is to raise a minimum of \$40,000 in donations from the community, similar to the results of last year's match campaign. Contributions are derived from donations, fund raising initiatives sponsored by generous local business campaign partners, and sponsorship/ticket sales for the signature event, An Evening of Autumn of Giving to be held at Longfellow's on October 22. The Adirondack Trust Company will match all money raised during the month of October.

“Speaking on behalf of the ATC Advisory Committee, volunteer Chairperson, Joan Taylor, noted: “The Autumn of Giving Match Campaign offers a rare opportunity for donors to "do double the good" for their community with their philanthropic dollars. It is a big win for our community! We are extremely grateful to the many individuals and businesses who so generously responded to the 2013 inaugural Match Campaign, making it a great success. The 2014 Match Campaign's goal is to build on last year's success by continuing to increase public awareness and philanthropic support of the ATC Community Fund. The Fund's mission is to build a strong, enduring source of financial support for our local nonprofits. Over the past three years, the Community Fund has provided over \$65,150 in Lend-A-Hand Grants to twenty-five charities in Saratoga, Warren and Washington Counties. These grants, spanning areas such as arts, agriculture, education, health and human services, support charitable work that makes a significant contribution to the quality of life we all enjoy. As the Fund grows, it will do more and more to insure that our community remains strong and vital.”

The Matching Campaign has a few elements to it:

- ❖ All donations made in October 1-31, 2014 will be matched by The Adirondack Trust Company.
- ❖ Online Donations can be made by using the Donate Now Tab on the ATC Community Fund's website: atccf.org or the Make the Match App on ATC Community Funds Face Book page.
- ❖ Donations can mailed to: ATC Community Fund, Attn: Kim Gallo, 31 Church St. Saratoga Springs, NY 12866
- ❖ Business partners promotions are planned. A calendar is enclosed or can be found at atccf.org. Twenty local businesses and media partners are participating in the 2014 Autumn of Giving Match Campaign by offering special promotions to the public that generate a donation to the ATC General Community Fund. Resulting donations will also be matched by The Adirondack Trust Company.
- ❖ Tickets to the event, An Evening of Autumn of Giving to be held October 23 can be purchased at www.atccf.org/events/

Adirondack Trust Company Community Fund ("The Community Fund") was established in 2009 to serve as a perpetual source of philanthropic support for the needs of local charities. The Fund is an independent 501(c) (3) charitable organization. The Adirondack Trust Company serves as the Trustee and Administrator of The Community Fund with the guidance of an Independent Advisory Committee, comprised of individuals from the community. The Community Fund's website is www.atccf.org.

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31 Church Street, Saratoga Springs, NY 12866, (518) 584-5844