

# Adirondack Trust Company Community Fund

## News Release

---

**FOR IMMEDIATE RELEASE:****September 28, 2017**

For further information please contact:

Caroline Putman  
Chair  
(518) 584-5844Kimberly Gallo  
Administrator  
(518) 584-5844

### ADIRONDACK TRUST COMPANY COMMUNITY FUND ANNOUNCES 2017 AUTUMN OF GIVING MATCH CAMPAIGN

**Saratoga Springs, New York** – The Adirondack Trust Company Community Fund announced today that it will launch its fifth Autumn of Giving Match Campaign October 1, 2017. This campaign 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 Match Campaign's goal is to raise a minimum of \$50,000 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, which will be held at Longfellow's on Wednesday, October 25. The Adirondack Trust Company will match all money raised during the month of October.

Speaking on behalf of the ATC Advisory Committee, volunteer Chair Caroline Putman noted, "The Autumn of Giving Match Campaign offers an opportunity for all contributors to 'double' their money for their community with their donations for this campaign. We are extremely grateful to the Community Fund's supporters that have been with us since the beginning, and those that have since joined. With community members participating in our business partners' innovative October events, everyone can add even more! So please, see our business partners' promotion calendar - find something new or needed and shop these local businesses' October events that support the Autumn of Giving. And don't forget to come to the Autumn of Giving Event Oct. 25th at Longfellows. We can't do this without you!"

The 2017 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 six years, the Community Fund has provided 101 grants in excess of \$193,000 in Lend-A-Hand Grants to nonprofit 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.

The Match Campaign has a few elements to it:

- All donations made October 1-31, 2017 will be matched dollar-for-dollar by Adirondack Trust Company.
- Online Donations can be made by using the Donate Now button on the ATC Community Fund's website: [www.atccf.org](http://www.atccf.org) or the Make the Match tab on ATC Community Fund's Facebook page: [Facebook.com/AdirondackTrustCommunityFund](https://www.facebook.com/AdirondackTrustCommunityFund).
- Donations can be mailed to: ATC Community Fund, Attn: Kimberly Gallo, 31 Church St. Saratoga Springs, NY 12866

- Business Partners' promotions are planned. A calendar is enclosed and can also be found at [www.atccf.org](http://www.atccf.org). Local businesses and media partners are participating in the 2017 Autumn of Giving Match Campaign by offering special promotions to the public that generate a donation to the ATC General Community Fund. The ATC will also match resulting donations.
- Tickets to the event, An Evening of Autumn of Giving, on Wednesday, October 25 at Longfellows Restaurant, can be purchased at [www.atccf.org/events](http://www.atccf.org/events)

**The 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. Since its inception in 2013, the Autumn of Giving Campaign has raised over \$171,000 from the community. With the bank match, the overall total raised exceeds \$346,000. The Adirondack Trust Company serves as the Trustee and Administrator of The Community Fund. Guidance for the Fund comes from the Independent Advisory Committee, which is comprised of individuals from the community. The Community Fund's website is [www.atccf.org](http://www.atccf.org).

###

Adirondack Trust Company Community Fund  
31 Church Street  
Saratoga Springs, NY 12866, (518) 584-5844  
[www.atccf.org](http://www.atccf.org)