

Adirondack Trust Company Community Fund

News Release

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ADIRONDACK TRUST COMPANY COMMUNITY FUND ANNOUNCES 2016 AUTUMN OF GIVING MATCH CAMPAIGN

Saratoga Springs, New York – The Adirondack Trust Company Community Fund announced today that it will launch its fourth Autumn of Giving Match Campaign October 1, 2016. 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 \$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, which will be held at Longfellow's on Wednesday, October 19. The Adirondack Trust Company will match all money raised during the month of October.

Speaking on behalf of the ATC Advisory Committee, volunteer Chairperson Mary Gavin noted, "The Autumn of Giving Match Campaign offers an opportunity for donors to 'do double the good' for their community with their philanthropic dollars. We are extremely grateful to the many individuals and businesses who generously responded to the 2013 inaugural Match Campaign, making it and the following years a great success."

The 2016 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 five years, the Community Fund has provided 78 grants in excess of \$151,000 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. "As the Fund grows" said Mary Gavin, "it will do more and more to ensure that our community remains strong and vital."

The Match Campaign has a few elements to it:

- All donations made October 1-31, 2016 will be matched dollar-for-dollar by The Adirondack Trust Company.
- Online Donations can be made by using the Donate Now button on the ATC Community Fund's website: 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. Local businesses and media partners are participating in the 2016 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 19 at Longfellows Restaurant, can be purchased at 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 \$125,000 from the community. With the bank match, the overall total raised exceeds \$250,000. 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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