

Adirondack Trust Company Community Fund

News Release

FOR IMMEDIATE RELEASE:

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ADIRONDACK TRUST COMPANY COMMUNITY FUND ANNOUNCES 2019 AUTUMN OF GIVING MATCH CAMPAIGN

Saratoga Springs, New York – The Adirondack Trust Company Community Fund announced today that it has launched its seventh Autumn of Giving Match Campaign. 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 \$55,000 in donations from the community, similar to the goal 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 Giving. This event will be held at Longfellow's Hotel and Restaurant the evening of Tuesday, October 22, starting at 6pm. 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. All of our community members have the opportunity to give by visiting our local business partners participating throughout the month of October and participating in their Autumn of Giving promotions or at any ATC branch."

The 2019 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 eight years, the Community Fund has provided over 160 grants in excess of \$308,000 in Lend-A-Hand Grants to local 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, 2019 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
- Donations can be mailed to: ATC Community Fund, Attn: Caroline Putman, 31 Church St. Saratoga Springs, NY 12866

- Business Partners' promotions are planned. Attached please find a promotions calendar, which can also be found at www.atccf.org. Local businesses and media partners are participating in the 2019 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 match all donations.
- Tickets to the event, An Evening of Autumn Giving, on Tuesday, October 22 at Longfellow's Hotel and 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 the Autumn of Giving Campaign's inception in 2013, more than \$295,000 has been raised from the community. With the bank match, the overall total raised exceeds \$590,000. The Adirondack Trust Company serves as the Trustee and Administrator of the Adirondack Trust Company Community Fund. Guidance for the Fund comes from the Independent Advisory Committee, which is comprised of individuals from our local community. The Community Fund's website is ATCCF.org.

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