



**For Immediate Release:** June 1, 2021

**Media Contact:** [Adria Giordano](#), Director of Development and Communications  
(860) 263-4425

### **Chrysalis Center Honored to Be Chosen for the Endow Hartford 21 Program**

**Hartford, CT** – With hundreds of worthy nonprofit organizations in Greater Hartford, Chrysalis Center has been chosen to participate in a new matching gift endowment campaign, the first community-wide campaign of its type in our region. Including Chrysalis Center in this campaign is a recognition of our important role as a critical economic engine and an integral part of the extraordinarily rich quality of life in our region. Chrysalis Center is energized by this opportunity and honored to have been selected as one of 51 organizations in Greater Hartford.

Endow Hartford 21 stands out not only for its uniqueness and the impressive breadth of agencies it will benefit, but also for bringing together Hartford's two leading foundations in a community-wide campaign for the very first time. The Hartford Foundation for Public Giving and the Jewish Community Foundation of Greater Hartford are collaborating to provide administrative support and in so doing, have helped to create a "first of its kind" program, designed to incentivize endowment giving throughout the community.

Recognizing the importance of endowment giving, the Zachs Family Foundation created Endow Hartford 21 to help build endowments for nonprofit organizations in the Greater Hartford region.

#### **Why is endowment important?**

To be strong, organizations need endowments to secure their future. As we navigated the uncertain times and challenges of Covid this past year, the annual support from our community was critical to our survival. While annual support remains crucial, as it is every year, we simultaneously recognize the need to build for our future.

An endowment creates a long-term resource that helps us sustain our mission during periods of revenue fluctuations. This is the moment to build for our future and thanks to the vision and leadership of the Zachs Family Foundation and the other matching donors, we have an opportunity like no other to begin that journey.

#### **The Match**

The Endow Hartford 21 Match Program has been initially funded with \$1 million from the Zachs Family Foundation. Other organizations and individuals are being approached for additional matching funds and to date, an additional \$580,000 has been raised. The following parties have provided matching funds at various levels:

Frankie & Bob Goldfarb  
Frank Borges  
Gayle & Steven Temkin  
Mary & Ed Budd  
Antonacci Family Foundation  
Micah Philanthropies, Ann & Jeremy Pava Trustees  
Joyce & Andy Mandell  
Paula & Anthony Viscogliosi  
Beth & Rick Costello  
Burton & Phyllis Hoffman Foundation

Other key donors include The Hartford Insurance, Debbie & Steve Kleinman, Catherine J. Kulak, Paul H. Eddy and Elizabeth J. Normen Fund, and The Saunders Foundation.

Any gift between \$250 to \$10,000 per participating organization will be matched 1:2 by Endow Hartford 21. The match seeks to inspire donors to give generously to support the long-term future of the organizations they love.

### **How can you participate?**

The Endow Hartford 21 Match Program will run for a minimum of 1 year, beginning June 1, 2021. The program will match gifts between \$250 to \$10,000 per donor per organization made by an individual, family, foundation, business, or corporation. Donors are encouraged to give to multiple participating organizations. Pledges alone will not qualify for the match. Gifts may be made by check, credit card, or gifts of appreciated stock.

Visit [www.EndowHartford21.com](http://www.EndowHartford21.com) for the list of 51 agencies participating in this program and instructions on how to make your gift(s).

For more information about Endow Hartford 21, contact Adria Giordano, Director of Development and Communications at [agiordano@chrysaliscenterct.org](mailto:agiordano@chrysaliscenterct.org) or (860) 263-4425.

###

### **About Chrysalis Center**

Chrysalis Center is a private, non-profit, socially innovative, multiservice organization that serves individuals and their families living in the State of Connecticut. Chrysalis Center helps those living in poverty, Veterans, men, women, children, and young adults who are struggling with mental health, addiction, HIV/AIDS, homelessness, and those returning from incarceration. Find more information about how Chrysalis Center provides supportive services to assist people in need to transform their lives at: [Chrysalis Center](http://Chrysalis Center). Getting help...Getting better...Giving back.

Follow us Find us: [Facebook](#) [Instagram](#) [Twitter](#)

255 Homestead Avenue, P.O. Box 320613 • Hartford, CT 06132 • [www.chrysaliscenterct.org](http://www.chrysaliscenterct.org) •  
(860) 263-4400 *provide supportive services to assist people in need to transform their lives."*