

Giving Spotlight - Charter Oak Federal Credit Union

In August 2016, TBBCF sponsor/supporter, Charter Oak Federal Credit Union, announced a special "\$100,000 in One Hundred Days" matching-gift program designed to give credit union members a chance to double their charitable donations in advance of the holiday giving season by offering up to a \$100 per member match for any donation made to an eligible nonprofit organization.



Brian A. Orenstein, Charter Oak President and Chief Executive Officer, said in a statement to The Day, "Our new program is generating a lot of excitement throughout the nonprofit community. Many of the local nonprofits have already begun promoting the program to their donors."

Given TBBCF's demographic, we were quick to jump on the bandwagon. We sent a Constant Contact email to its 3,000+ subscribers recognizing that many of our registered 2016 marathon walkers and/or walk donors would be eligible for matching gift. Concurrently, we advertised via our social media network posting the offer on Facebook, Twitter and LinkedIn.

We are thrilled to report TBBCF has received over \$3,000 in matching gifts through the Charter Oak's "\$100,000 in 100 Days" giving program. This is an incredible boost to our 2016 bottom line. TBBCF is very grateful to Charter Oak Federal Credit Union for its generosity and ongoing support.