

ALBANY INSTITUTE OF HISTORY & ART

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PLEASE NOTE THAT THE MUSEUM IS CLOSED TO THE PUBLIC THROUGH MAY 31, 2020. AT THIS TIME, EMAIL IS THE BEST METHOD FOR CONTACT.

NEWS

FOR IMMEDIATE RELEASE:

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MUSEUM FOCUSES CROWD-SOURCED FUNDRAISING EFFORTS AS PART OF #GIVINGTUESDAYNOW ON TUESDAY, MAY 5

The Albany Institute of History & Art will leverage #GivingTuesdayNow with a Board of Trustees match to raise needed funds for museum and non-profit partner Community Caregivers.

ALBANY, NEW YORK— On Tuesday, May 5, 2020, the Albany Institute of History & Art will participate in the global fundraising effort #GivingTuesdayNow. #GivingTuesday, traditionally the Tuesday after Thanksgiving, comes early this year as non-profits are reeling from the economic impact of COVID-19. Focusing the museum's crowd-sourced fundraising efforts around an event like #GivingTuesdayNow will elevate the message to people interested in making donations to community organizations. Each gift made as a part of this campaign will be matched up to \$15,000 by the museum's Board of Trustees. In addition, to give back to another organization at the frontlines of the pandemic, the museum will donate 5.18% of the proceeds to Community Caregivers, a non-profit providing critical services to isolated seniors and disabled populations in the Capital Region.

The Museum Association of New York asserts that New York State museums are losing an estimated \$3.5 million per day while they are closed. Closer to home, the Albany Institute of History & Art estimates that it is losing \$20,000 per week during the closure. While the museum's doors are closed, its staff remains hard at work to engage people on digital platforms in new, and creative ways. Through its Museum at Home initiative, a first in the organization's 229-year history, families can make connections virtually, access lesson plans, take digital tours of galleries and exhibitions, and experience the therapeutic relief of art.

"Arts and cultural organizations are a critical part of the fabric of any community," says Albany Institute of History & Art's Executive Director Tammis Groft. "At this time of great stress, we are doing what we can to weather this storm, provide connections and resources to our community, and prepare to re-open. Much is uncertain, but we know that we need financial support to survive. On a day like #GivingTuesdayNow, donations of all sizes come together and make a big difference. And with the committed match from our Board of Trustees those donations will not only go farther than they would at

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another time, but they will also help the Albany Institute highlight the important work of a front line organization like Community Caregivers that needs financial support as well.”

The Albany Institute of History & Art is happy to partner with Community Caregivers, a local organization that provides critical services to isolated seniors and disabled populations in the Capital Region. During these challenging times, they are making assurance phone calls and hosting weekly telephone support groups. The museum will donate 5.18% of the proceeds of #GivingTuesdayNow to this non-profit offering connection in a time of isolation.

“Unfortunately, many in our communities suffer in the silent grip of isolation,” says Lee Lounsbury Executive Director, Community Caregivers, Inc. “And that is why, for over twenty-five years, our volunteers have been there - reaching out with an assuring phone call, a friendly visit or transportation to an appointment. So now, more than ever before, our frontline experience is playing a critical role in helping vulnerable and isolated individuals remain positive and engaged.”

Those interested in donating to the Albany Institute of History & Art’s #GivingTuesdayNow campaign can make a donation online by visiting the museum’s website www.albanyinstitute.org, going to <https://GivingTuesNow.givesmart.com> or texting ‘GivingTuesNow’ to 76278. Donations are also being accepted by check through May 18. Checks may be mailed to the Albany Institute of History & Art at 125 Washington Avenue, Albany, NY, 12210 with Giving Tuesday in the memo line.

About GivingTuesday

GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past eight years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

Whether it’s making someone smile, helping a neighbor or stranger out, showing up for an issue or people we care about, or giving some of what we have to those who need our help, every act of generosity counts and everyone has something to give. GivingTuesday strives to build a world in which the catalytic power of generosity is at the heart of the society we build together, unlocking dignity, opportunity and equity around the globe.

#GivingTuesdayNow is a new global day of giving and unity that will take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19. It is a chance for communities to stand united and use grassroots generosity to show that we are all in this together, beginning to end. The day is designed to drive an influx of generosity, citizen engagement, business and philanthropy activation, and support for communities and non-profits around the world.

People can show their generosity in a variety of ways during #GivingTuesdayNow, whether it’s helping a neighbor, advocating for an issue, sharing a skill, or giving to causes, every act of generosity is important. The global movement will emphasize opportunities to give back to communities and causes in safe ways that allow for social connection even while practicing physical distancing. From calling an elderly neighbor

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to chat to offering translation help; from showing gratitude to our healthcare workers to donating to your local food bank, every act of kindness is a beacon of hope in this crisis.

#GivingTuesdayNow is organized by GivingTuesday, in partnership with its global network of leaders, partners, communities and generous individuals. GivingTuesday is a nonprofit organization that is dedicated to unleashing the power of people and organizations to transform their communities and the world.

The Albany Institute of History & Art is located at 125 Washington Avenue in downtown Albany, New York. **The museum is currently closed to the public through May 31, 2020** (schedule subject to change). While closed, the Albany Institute has launched a **Museum at Home** initiative encouraging curiosity and creativity at home and directing the public to a variety of online resources such as student lesson plans, virtual tours, video presentations, online exhibitions, at-home art projects, and digital collections , plus a new series of museum blogs that highlight behind-the-scenes stories and fun ways to connect to the museum remotely. *Museum at Home* materials are available through the Albany Institute's website (www.albanyinstitute.org) and promoted through daily posts on the museum's social media channels: Facebook (www.facebook.com/albanyinstitute), Twitter (@AlbanyInstitute), and Instagram (albanyinstitute).

2020 Exhibition Schedule Updates:

- [Painting the American Southwest: The Work of Otto Plaug](#) has been extended through **July 19, 2020**
- [Telling Her Story: New Acquisitions](#) presented by Bank of America and [A Brilliant Bit of Color: The Work of Walter Launt Palmer](#) have both been extended **through August 23, 2020**
- [Recycled & Refashioned: The Art of Ruby Silvius](#) has been extended **through August 30, 2020**
- [The 2020 Exhibition by Artists of the Mohawk Hudson Region](#) will be held **September 19, 2020-January 3, 2021**. Artwork submissions are now due by June 28, 2020.

Please note that all schedules are subject to change. For updated information, please visit www.albanyinstitute.org.