

FOR IMMEDIATE RELEASE

Press Release



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Business for Good

We invest in people to build better businesses, stronger communities, and a more equitable world.

Through sustained investment in people, and a belief in the transformative power of entrepreneurship, we're working toward a world for everyone, built by everyone.

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BUSINESS FOR GOOD™ PRESENTS ALBANY'S BABY INSTITUTE WITH A NEW PASSENGER VAN AND WEBSITE

[Business for Good™](#) (BFG) recently expanded its ongoing support of [Baby Institute](#) with the surprise arrival of a branded passenger van.

Parents of young children in Albany have benefited for years from the vision, drive, and passion of Baby Institute and the organization's incredible founder, Noelene Smith. With a mission of increasing literacy and language skills of children aged three and under, Baby Institute uses a nine-week workshop that allows parents to become their children's first teachers, preparing their young ones for success in pre-K and beyond. The program was formally launched in 2010, and Smith has been a community leader in Albany for 30 years.

Baby Institute workshops are often booked to capacity, and success stories are not hard to find. What was missing, however, was a digital presence that would communicate their mission to a wider audience. They also needed a passenger vehicle that could be used for parents and their children who needed help getting to Baby Institute classes.

"Working with parents of small children is rewarding, but the logistics are often challenging. Some of our parents need help with transportation, and our older van just wasn't reliable," said Smith.

Said BFG's CEO, Jahkeen Hoke, "Parents in low-income households juggle so much, and they often need help in creating the best environment for their children to learn and excel. Noelene's work is important to so many families in Albany who benefit from her wisdom and service. That's why we love the work at BFG – often it's a case of listening to others who are already making a difference and identifying the specific need in their organization. With Noelene, that meant a new passenger van and a new website."

Said BFG's Chief Brand Officer, Connie Frances Avila, "We wanted to ensure that the website and passenger van branding reflected the positivity and care that Noelene and her team bring to their work. The new website is attention-grabbing and informational, and we can't wait to see the new van filled with parents and youngsters as it makes its way through Albany."

BFG co-Founder Ed Mitzen has been a long-time admirer of Baby Institute's work and was present for the presentation of the new branded vehicle.

Said Mitzen, "Sometimes, our role at BFG is to seek out individuals like Noelene who are doing such incredible work in the community, help amplify their voice and champion their cause, and offer them the tools they need to continue their success."

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About Business for Good™:

With values rooted in equity, access, opportunity, and prosperity, Business for Good has advanced the model of traditional venture philanthropy to Do Good and Give Back to communities in the Greater Capital Region of Albany. Formed in 2020, BFG seeks to give back to move forward and is rooted in the core principle of “for good, not gain.” Its efforts were recognized on a national level with a 2022 Fast Company’s World Changing Ideas Honorable Mention, which recognizes pioneering teams that are playing an important role in the betterment of the world through intentional philanthropy. Comprised of a mission-focused team, Business for Good™ believes no challenge is insurmountable through hard and thoughtful work. With a goal to provide businesses and organizations with sustained support, BFG invests in people for the long term and in every way. Business for Good: building better businesses, stronger communities, and a more equitable world. To learn more, visit www.bfg.org

About Baby Institute:

Baby Institute’s objective is to increase the literacy and language skills of children ages 0-3 by empowering parents to help their children become Pre-K ready thereby increasing the number of students entering school ready and prepared to learn. An important feature of the institute is to build self-reliant families working together to improve their neighborhoods and the future of the next generation. To that end, the Baby Institute identifies and fosters parent leaders who will become future Baby Institute instructors and peer advisors as well as overall community educators. To learn more, visit www.babyinstitute.org.