

## Business for Good Foundation™ takes part in national *Do Something Nice Day*

**For immediate release: October 5, 2021**

October 5: a day dedicated to simply doing something nice. A day to remember the smallest of gestures go a long way. The Business for Good Foundation™ (BFG) – a local non-profit – is committed to doing just that, **every day!** Investing in people to build better businesses, stronger communities, and a more equitable world; that’s the long-term goal of the foundation formed by community and business leaders Lisa & Ed Mitzen.

Today, BFG™ spent the morning delivering pizzas and smiles to area businesses and organizations as a way to take part in *Do Something Nice Day*. In total, more than 200 pizzas were delivered across the Capital Region, spanning from Voorheesville to Albany to Saratoga Springs!

“We can be agents of change with even the smallest acts of kindness,” said Business for Good’s CEO, Jahkeen Hoke. “Taking part in today’s national *Do Something Nice Day* is at the core of who we are and what we aim to do as a foundation. It was great to be part of something big on a local level today.”

### **Pizza Delivery Locations:**

#### **St. Anne Institute:**

160 North Main Avenue, Albany, NY 12206

A not-for-profit, community-based preventive service agency committed to providing the highest level of care and rehabilitation services in the briefest time to children and families throughout New York State.

#### **Voorheesville Fire Department**

12 Altamont Rd. Voorheesville, NY 12186

A 100% volunteer-staffed organization providing fire suppression, emergency response, fire prevention and educational services to the Village of Voorheesville, N.Y. The fire department works to create strong bonds with its community and interact professionally with neighboring fire departments and other town and county emergency response providers.

### **Additional locations:**

- Regional Food Bank: 965 Albany Shaker Rd, Latham, NY 12110
- Pizzeria Sapienza: 51 S Pearl St, Albany, NY 12207
- Capital City Rescue Mission: 59 S Pearl St, Albany, NY 12202
- South End Children’s Café: 25 Warren Street, Albany NY 12202
- Little Anthony: 1095 Central Ave A, Albany, NY 12205
- Mohawk Humane Society: 3 Oakland Ave, Menands, NY 12204
- Madison’s Pizza: 846 Madison Ave, Albany, NY 12208
- Ronald McDonald House: 139 S. Lake Avenue Albany, NY 12208
- PRIDE Center of the Capital Region: 332 Hudson Ave, Albany, NY 12210

Business for Good™ reimagines business as a seed for social change, with the power to change lives and shape communities. To fight the inequities of access to resources and support, Business for Good’s mission is to share resources, strategies and connections to help others build their dreams while giving back to their communities. With a focus of healing the underserved and breaking cycles of food insecurity, housing instability and education inequity, BFG strives to open doors and opportunities where they haven’t been before.

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### **About The Business for Good Foundation™**

With values rooted in equity, access, opportunity, and prosperity, BFG has advanced the model of traditional venture philanthropy to Do Good and Give Back to communities in the Greater Capital Region of Albany. The foundation, formed in 2020, seeks to give back to move forward and is rooted in the core principle of “for good, not gain.” Comprised of a mission-focused team, The Business for Good Foundation™ 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.

**BFG LINKS & SOCIAL**

Website: [www.businessforgood.org](http://www.businessforgood.org)

LinkedIn: [linkedin.com/company/bfgfoundation/](https://www.linkedin.com/company/bfgfoundation/)

Twitter: [twitter.com/BFGFoundation](https://twitter.com/BFGFoundation)

Instagram: [instagram.com/BFGFoundation/](https://www.instagram.com/BFGFoundation/)

Hashtag: #4GoodNotGain

