

FOR IMMEDIATE RELEASE

# Press Release



## Media Inquiries

Contact:

[bfgmedia@media.businessforgood.org](mailto:bfgmedia@media.businessforgood.org)

**Business for Good Leadership**  
**Jahkeen Hoke**

CEO

E [jah@businessforgood.org](mailto:jah@businessforgood.org)

**Connie Frances Avila**

Chief Brand Officer

E [connie@businessforgood.org](mailto:connie@businessforgood.org)

May 6, 2022

## NY Times Bestselling author Stephanie Land visits Saratoga Springs with inspiring story

*Land featured as the keynote speaker of a four-part conversation series hosted by Wellspring, aimed at helping end relationship abuse.*



### 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.

Attended by 300 people from the Capital Region and inspired by Stephanie Land's NY Times Bestseller **Maid**, the poignant presentation held at Universal Presentation Hall in Saratoga Springs discussed why leaving an abusive relationship is not only difficult, but often dangerous.

Stephanie Land shared her story of resilience and the barriers she experienced firsthand while trying to leave an abusive relationship. Land is the inspiration for the global Netflix series **Maid** and was sought out by Wellspring and Business for Good to discuss examples from the book, show, and her life to serve as an example for others on how to overcome obstacles. Wellspring is one of many businesses assisted by Business for Good, a team that is committed to investing in people to build better businesses, stronger communities, and a more equitable world. Wellspring's mission is to support survivors and engage the community to end relationship and sexual abuse. Each year, crisis intervention and survivor services support more than 1,000 clients, providing comprehensive, compassionate, non-judgmental, completely free support in the form of counseling, legal advocacy, and case management. An official workforce development program is on its way to being finalized within the next year.

"Wellspring is a wonderful example of the heart of BFG's mission," said Business for Good's Chief Brand Officer, Connie Frances Avila. "Stephanie Land's message of strength was incredibly meaningful for our audience to hear."

Hattie's Restaurant, part of BFG's family of companies, donated 100% of the day's proceeds from their Saratoga Springs and Wilton locations to Wellspring.

###

FOR IMMEDIATE RELEASE

# Press Release



## **About Wellspring**

Wellspring's mission is to support survivors and engage the community to end relationship and sexual abuse. Each year, crisis intervention and survivor services support more than 1,000 clients, providing comprehensive, compassionate, non-judgmental, completely free support in the form of counseling, legal advocacy, and case management. Wellspring also provides safe housing to adults and children either fleeing or homeless because of domestic violence. In Saratoga County domestic violence is the number two violent crime (second only to drunk/drugged driving). While helping victims in need is a major focus of its mission, Wellspring believes that by increasing awareness there can be an end to intimate partner violence. Wellspring staff provide prevention and education programs to school-aged youth, as well as training and education programs for adults, faith-based congregations, businesses and professional organizations. Wellspring's operations are funded by local, state, and federal grant funding as well as philanthropic contributions from the community. To support Wellspring's mission, please visit the Wellspring website <https://www.wellspringcares.org/donate>

## **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.businessforgood.org](http://www.businessforgood.org).