Join the Leadership Circle
Championing Equitable Access to High Quality Healthcare
FY20 Sponsorship Package

Comprehensive.  Compassionate.  Community.

2019-2020

1290 Tremont Street, Roxbury, MA · 617.427.1000 · www.wshc.org
Mission
The mission of Whittier Street Health Center is to provide high quality, reliable and accessible primary health care and support services for diverse populations to promote wellness and eliminate health and social disparities.

Vision
Our vision is to serve as the premiere leader in urban healthcare to diverse populations.

Statement of Commitment
In order to ensure that Whittier Street Health Center’s programs and services achieve the mission and vision articulated by the organization’s leadership, we make a pledge to the community we serve to:

- Care for our patients as we would our loved ones: with expertise, compassion and respect;
- Personify initiative, innovation and tenacity in addressing community health priorities;
- Demonstrate that we foster an environment of diversity, reward excellence and added-value, and encourage good citizenship amongst employees;
- Work well with our colleagues and our community to advance the well-being of our clients;
- Exhibit leadership on critical issues in ways worthy of the public’s confidence; and
- Demonstrate accountability, integrity and resourcefulness in our financial stewardship.

Core Values
- At the heart of Whittier Street Health Center is a set of core values that permeate our customer service, patient care and staff interaction:
- Respect for team, patients and self
- Cultural competency in areas of culture, belief systems and language
- Excellence
- Community commitment
- Education of staff and community residents.
- Leadership organizationally and within the medical community
- Customer-centric
- Trust and trustworthiness
- Professionalism
- Best place to work

Audience
We are seeking individuals who are committed to championing equitable access to high quality healthcare for diverse populations to promote wellness and eliminate health and social disparities.
2019 Women for Whittier Holiday Tea & Talk  
December 04, 2019
Women for Whittier (W4W) was formed in 2009 with the goal of reaching 1,000 women who are committed to eliminating health and social disparities among the low income women and children served by Whittier. W4W is committed to advancing innovative ways to address and resolve issues related to women and children’s health. This year’s holiday tea will focus on addressing cancer inequities in women especially women of color. The event will include a presentation by some of our patients and providers. Program participants will share their personal experiences and discuss how the program has helped them to overcome social inequities in their communities, and improvements in their overall health and wellness.

2020 Roast  
April 2020
Whittier Street Health Center hosts an annual Roast to honor a local leader, raise funds to support Whittier’s mission, and share some laughter. For over 85 years, 30,000 families from Boston neighborhoods have depended on Whittier Street Health Center for quality health care and support services. With your participation in the April 2020 Roast, we will host a fun, memorable, and meaningful tribute to a leading member of the Boston community. It will also raise important funds to support Whittier in providing innovative, cost-effective, high quality primary health care and support services to diverse populations.

2020 Men’s Health Summit  
June 2020
Each year Whittier Street Health Center hosts our annual Men’s Health Summit to address the disparities in men’s health and health care. The focus is on all men, including at-risk African American and Latino men in the Boston community. The Summit will bring together over 300 men and their families to increase access, knowledge and resources needed to better their health and wellness. By bringing services into the community, the Summit allows men and their family access to quality health care, while focusing on positive health behaviors to improve emotional and physical health. Entering in its twentieth year, the Summit has successfully generated engaged and energized men to make healthier life choices. The event will include a health fair, health screenings (high blood pressure, glaucoma, prostate cancer, etc.), and a formal program, which will include an awards ceremony, keynote speaker, and Q&A panel discussion with health professionals.
BENEFITS FOR SPONSORS

The goal of Whittier Street Health Center’s Leadership Circle is to align your company’s philanthropic initiatives with our mission to provide and champion equitable access to high quality health and wellness programs for diverse populations. We believe that with our shared commitment to addressing the high rates of morbidity and mortality rates in vulnerable communities, the high cost of health care, and to promote wellness and prevention, we will save and improve lives while also helping to control the high health care cost in the US.

With your investment in the communities we serve, and your partnership with our organization, we will be able to initiate and sustain lifesaving programs and services to address the social and environmental determinants of health and to increase access to high quality health care.

1. **Diversification of your organization profile**
   Expand your network by partnering with a nationally recognized community health care organization, and one of the most visible health and wellness centers within the Boston community.

2. **Positive brand image**
   Strengthen the brand image of your company by gaining unique access to a variety of audiences, including hard-to-reach populations, government regulators, and business decision makers.

3. **Direct relationship with potential consumers**
   Enjoy a customized approach for immediate customer responses through your chosen method of corporate sponsorship and readily present newly launched projects and company initiatives.

4. **Social Responsibility**
   Commit to making a positive impact and help us to champion equitable access to high quality, cost-effective health care for diverse populations and support programs that will strengthen communities to live a life of health and wellness.

Whittier Street Health Center will issue tax receipts for donations once the gift amount is received.

Sponsorship commitments may be submitted for one-year or three-year commitments. Companies who choose the three-year commitment will be represented at their chosen sponsorship level for the length of three years at all Whittier events.
**Sponsorship Levels**

<table>
<thead>
<tr>
<th>Presenting Sponsor- $100,000</th>
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<tbody>
<tr>
<td><strong>Recognized as a Presenting Sponsor at all Whittier fundraising events:</strong></td>
</tr>
<tr>
<td>1. Women for Whittier Holiday Tea &amp; Talk (December 2019)</td>
</tr>
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| Business and logo posted on the company website with an embedded link to your company homepage |
| Business and logo headlined on social media, print and event publications, including “Thank You” ads |
| Full-page ad in program books with special placement depending on timing of commitment |

| Attendance packages for each fundraising event depending on timing of commitment: |
| 1. Women for Whittier Holiday Tea & Talk- 2 tables of 10 |
| 2. 2020 Annual Roast Fundraising Event- 3 tables of 10 |
| 3. 2020 Men’s Health Summit- 3 vendor tables |

| Plus, choice of sponsorship for three (3) specific Whittier community programs for 1-3 years: |

**Boston Health Equity Project (BHEP)**
Whittier’s Boston Health Equity Program is a primary care delivery model that combines care coordination, community outreach, and wellness support. The program targets health disparities within the city’s most vulnerable residents, helping them to form and maintain lifelong healthy habits, including the prevention or management of preventable chronic conditions such as diabetes and obesity. BHEP identifies patients with severe, chronic condition through a High Risk Registry and provides services through multidisciplinary teams of health care professionals, including physicians, nurses, nutritionists, case managers, patient navigators, licensed therapists, community health workers and others. Health outcomes are measured. BHEP promotes disease prevention and management and utilizes evidence-based guidelines and best practices to fulfill Whittier’s mission of eliminating health disparities and their associated costs. The program places Whittier in the forefront of changing the health care delivery system from being expensive and episodic to being proactive, wellness- and prevention-focused and more cost-effective.

**Cancer Care Equity Program**
Through our partnership with the Dana-Farber Cancer Institute, Whittier offers cancer screening, education, and treatment programs for the community with the Dana-Farber Community Cancer Clinic and the Mammography Suite, which opened in October 2013. In addition, we have a rich cancer survivorship program where patients and families of survivors are connected to numerous resources in addition to high quality primary care service.

**Connections to Cardiovascular Health Program**
Whittier’s Connections to Cardiovascular Health Program offers a series of educational presentations to help improve a patient’s overall health. The educational series will teach about the importance of learning about your body, and keeping your health under control in order to obtain the maximum advantage of your life. The program devoted to identifying new cases of hypertension, while also providing up-to-date, quality care to returning patients with cardiovascular diseases. We offer English and Spanish cardiovascular health classes onsite, health screenings in the community, and primary care for individuals diagnosed with hypertension or heart disease.

*(Sponsorship Programs Continued)*
Emergency Food Pantry
Whittier’s Emergency Food Pantry (EFP) program provides 400 individuals a month with food and nutrition services that decreases food insecurity, promotes healthy diet and promotes healthy families. Patients during their doctor’s visit will be screened for referral to the EFP, using the BMC THRIVE tool. Patients who are determined to be eligible will receive a Prescription for Groceries. Each bag includes groceries with items from each food group and meet USDA standards.

Diabetes Clinic
Whittier is accredited by the American Diabetes Association (ADA) as a Center of Excellence for Diabetes Self-Management. Our Diabetes Clinic uses a group medical model to provide counseling from a multidisciplinary team consisting of the primary care physician, Nutritionist, and Certified Diabetes Educator, as well as peer support from fellow patients. The clinic focuses on treatment for pre-diabetes, Type 1 Diabetes, and Type 2 Diabetes, the most prevalent form of this chronic disease. Type 2 Diabetes is especially prevalent in the African-American community. Statistics show that 70% more African-Americans, and twice as many Hispanics suffer from diabetes than whites. For this reason, the communities of Boston, Roxbury, Dorchester, and beyond need special attention for this problem.

Geriatrics Clinic
About 20% of our patients at Whittier Street Health Center are 60 years and above. We have a specially designed program to keep our seniors active, engaged and healthy. Geriatric care services are coordinated by a specially trained Geriatric Case Manager and team members. Outside regular primary care services, our geriatric patients are offered a wide range of other services, including health insurance navigation, health screenings (colon, cervical and breast cancer screening as appropriate), cooking and nutrition classes, behavioral health assessment and intervention, group and home visits, transportation and medical supplies assistance, and individual care plan and self-management goal setting.

Mobile Health Van with HIV Services
The HIV Services Department offers a comprehensive set of programming that encompasses outreach, community building, prevention (including positive prevention), testing, case management, peer support, and treatment. During clinic hours anyone, whether or not they are currently a Whittier client, can come for a free confidential rapid 20-minute test delivered by a peer counselor or community health worker. These counselors reflect the demographics of our patient population. The community outreach workers also conduct testing on a Mobile Health Van, at homeless women’s shelters, drop-in-centers, and other places within high risk areas in Boston.

Men's Health Program
Whittier has a comprehensive men's health program is an innovative prevention, education, counseling and screening program designed to link all men, especially hard-to-reach males, to primary care. The center provides numerous services, including free prostate screening, cardiovascular health evaluations, behavioral health and domestic violence prevention programs. The sponsor of this program would have their logo on all promotional materials in relation to men's health and on the company website.

Race Around Roxbury
Race Around Roxbury (RAR) is a free after-school program for youth ages 7-13. The program encourages healthier lifestyle choices through fun, interactive games; live cooking demonstrations; and a free 3-month YMCA membership. RAR provides a nutritious after-school snack. Weekly activities include a cooking class, team sports, dance, team-building games, music, and art.

Women's Health Program
Whittier’s Women’s Health Program works to increase prenatal care, preconception screening for domestic violence, and mental health and substance abuse and cancer screenings for our female patient population. The program includes the CenteringPregnancy™ Program, which aims to improve healthy birth indicators that are particularly poor in Whittier’s community, and the CenteringParenting™ Program, which is a model of care that integrates three major components of care: health assessment, education, and support, into unified care within a group setting.

WYSE (Whittier Youth Service & Enrichment)
The WYSE program provides peer leadership and development training to over 100 adolescents annually. These peer leaders speak approximately 150 times a year to groups in the community around teen issues of substance abuse, tobacco control, depression and suicide, HIV and more. This youth program reaches more than 10,000 teens and young adults annually.
## Lead Sponsor - $50,000

Company representation at each of Whittier’s fundraising events for FY20 depending on timing of commitment:

1. Women for Whittier Holiday Tea & Talk (December 2019)
2. 2020 Annual Roast Fundraising Event (April 2020)
3. 2020 Men’s Health Summit (June 2020)

Business and logo headlined on social media, print and event publications, including “Thank You” ads

Full-page ad in program books with special placement depending on timing of commitment

Attendance packages for each fundraising event depending on timing of commitment:

1. Women for Whittier Holiday Tea & Talk- 2 tables of 10
2. 2020 Annual Roast Fundraising Event- 2 tables of 10
3. 2020 Men’s Health Summit- 2 vendor tables

Plus, choice of sponsorship for two (2) specific Whittier community programs for 1-3 years:

### Boston Health Equity Project (BHEP)

Whittier’s Boston Health Equity Program is a primary care delivery model that combines care coordination, community outreach, and wellness support. The program targets health disparities within the city’s most vulnerable residents, helping them to form and maintain lifelong healthy habits, including the prevention or management of preventable chronic conditions such as diabetes and obesity. BHEP identifies patients with severe, chronic condition through a High Risk Registry and provides services through multidisciplinary teams of health care professionals, including physicians, nurses, nutritionists, case managers, patient navigators, licensed therapists, community health workers and others. Health outcomes are measured. BHEP promotes disease prevention and management and utilizes evidence-based guidelines and best practices to fulfill Whittier’s mission of eliminating health disparities and their associated costs. The program places Whittier in the forefront of changing the health care delivery system from being expensive and episodic to being proactive, wellness- and prevention-focused and more cost-effective.

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### Benefactor Sponsor- $25,000

Company representation at each of Whittier’s fundraising events for FY20 depending on timing of commitment:

1. Women for Whittier Holiday Tea & Talk (December 2019)
2. 2020 Annual Roast Fundraising Event (April 2020)
3. 2020 Men’s Health Summit (June 2020)

Business and logo headlined on social media, print and event publications, including “Thank You” ads

Half-page ad in program books with special placement depending on timing of commitment

Attendance packages for each fundraising event depending on timing of commitment:

1. Women for Whittier Holiday Tea & Talk- 1 table of 10
2. 2020 Annual Roast Fundraising Event- 1 table of 10
3. 2020 Men’s Health Summit- 1 vendor table

### Contributor- $15,000

Company representation at each of Whittier’s fundraising events for FY20 depending on timing of commitment:

1. Women for Whittier Holiday Tea & Talk (December 2019)
2. 2020 Annual Roast Fundraising Event (April 2020)
3. 2020 Men’s Health Summit (June 2020)

Business and logo headlined on social media, print and event publications, including “Thank You” ads

Quarter-page ad in program books with special placement depending on timing of commitment

Attendance packages for each fundraising event depending on timing of commitment:

1. Women for Whittier Holiday Tea & Talk- 1 table of 10
2. 2020 Annual Roast Fundraising Event- 5 reserved tickets
3. 2020 Men’s Health Summit- 1 vendor table

### Patron Sponsor- $10,000

Company representation at each of Whittier’s fundraising events for FY20 depending on timing of commitment:

1. Women for Whittier Holiday Tea & Talk (December 2019)
2. 2020 Annual Roast Fundraising Event (April 2020)
3. 2020 Men’s Health Summit (June 2020)

Quarter-page ad in program books with special placement depending on timing of commitment

Attendance packages for each fundraising event depending on timing of commitment:

1. Women for Whittier Holiday Tea & Talk- 1 table of 10
2. 2020 Annual Roast Fundraising Event- 2 reserved tickets
3. 2020 Men’s Health Summit- 1 vendor table

FY20 Leadership Circle: Championing Equitable Access to High Quality Healthcare
Thank you for supporting Whittier Street Health Center!

Name __________________________________ Title ____________________________________________

Company _______________________________________________________________________

Phone ___________________________ Email __________________________________________

Sponsorship Opportunity
Please select your preferred sponsorship opportunity:

Overall Sponsorship

☐ Presenting Sponsor (1-Year ___ 3-Years ___)
☐ Lead Sponsor (1-Year ___ 3-Years ___)
☐ Benefactor Sponsor (1-Year ___ 3-Years ___)
☐ Contributor Sponsor (1-Year ___ 3-Years ___)
☐ Patron Sponsor (1-Year ___ 3-Years ___)

Individual Event Sponsorship(s)

☐ 2019 Women for Whittier Holiday Tea & Talk ☐ Amount: ________________
☐ 2020 Annual Roast Fundraising Event ☐ Amount: ________________
☐ 2020 Men’s Health Summit ☐ Amount: ________________

☐ Please invoice my company and mark to the attention of: ____________________________

Please make your sponsorship check payable to: Whittier Street Health Center

Mailing Address:
Office of Marketing & Development
1290 Tremont Street
Roxbury, MA 02120

By signing this form, I, ____________________________, acting as the ____________________________, agree that the company ____________________________ will sponsor the Whittier’s Leadership Circle in the amount of $ ____________ in cash.

__________________________________   _____________________________
Signature         Date

*October 1, 2019, commitment deadline to receive representation at all fundraising events.
Thank you for your consideration in becoming a member of

Whittier Street Health Center’s Leadership Circle!