

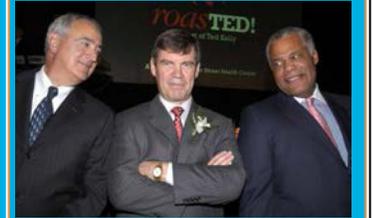


Whittier Street Health Center

Join the Leadership Circle

Championing Equitable Access to High Quality Healthcare

FY18 Sponsorship Package



Comprehensive.

Compassionate.

Community.

2017-2018



WHITTIER STREET HEALTH CENTER

A Partnership for Championing Equitable Access to High Quality Healthcare

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, and to promote wellness and eliminate health and social disparities in Boston's urban core communities.

Vision

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

Statement of Commitment

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, promoting wellness and eliminating health and social disparities based on race, ethnicity, and income.

ANNUAL FUNDRAISING EVENTS

2017 Women for Whittier Holiday Tea & Talk

December 12, 2017 at the Boston Park Plaza Hotel

4:30 – 6:30 p.m.

Since 2009, Women for Whittier (W4W) has advanced innovative strategies to eliminate health and social disparities among Boston's low-income women and children. This year we will celebrate the leadership of three of Whittier's great W4W champions:

- ❖ Ms. Yvonne Garcia, Senior Vice President & Global Head of Client Solutions, State Street Corporation
- ❖ Ms. Karen Holmes Ward, Director of Public Affairs & Community Services, Host and Executive Producer of CityLine, WCVB-TV
- ❖ Carolyn Jones, Market President & Publisher, The Boston Business Journal

2018 Roast for Sam Kennedy, President and CEO of the Boston Red Sox

April 24, 2018 at the Fairmont Copley Plaza Hotel

5:30 – 6:30 p.m. Reception

6:30 – 9:00 p.m. Dinner/Roast

Whittier Street Health Center hosts an annual Roast to honor a local leader, raise funds to support Whittier's mission, and share some laughter. The 2018 Roast will honor Sam Kennedy, President and CEO of the Boston Red Sox, for his commitment to health equity.

For over 80 years, thousands of families from Boston's urban core neighborhoods have depended on Whittier Street Health Center for access to high quality health care and support services. With your participation in the April 24th Roast, we will host a fun, memorable, and meaningful tribute to a leading member of the Boston community while raising funds to support the programs that achieve Whittier's mission.

Men's Health Summit

June 2018

Each year Whittier Street Health Center hosts a Men's Health Summit to address disparities in men's access to health care and the resulting health outcomes -- particularly among Boston's at-risk African American and Latino men. The Summit, which brings together more than 300 men and their families, seeks to increase knowledge and access to the resources men need to achieve better health. The Summit helps men and their families to access to quality health care and develop positive health behaviors that will improve both their physical and emotional health.

Entering in its 17th year, the Summit has successfully 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 of Sponsorship

Whittier Street Health Center's Leadership Circle allows you 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 share a commitment to eliminating the high rates of morbidity and mortality in vulnerable communities, reducing the soaring cost of health care, and promoting a culture of wellness. Together, we will save lives, improve the quality of life in urban neighborhoods, and reduce the burden health care costs place on the US economy.

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

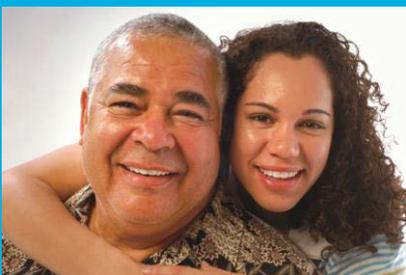
Enjoy a customized approach for immediate customer responses through your chosen method of corporate sponsorship and readily present newly launched projects and company initiatives.

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

Presenting Sponsor - \$50,000

Recognized as a Presenting Sponsor at all Whittier fundraising events*:

1. Women for Whittier Holiday Tea & Talk (December 2017)
2. Annual Roast Fundraising Event (April 2018)
3. Annual Men's Health Summit (June 2018)

*Even though your gift will be used to support three events, you will be recognized at the "Sponsor" level for each one.

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. 2018 Annual Roast Fundraising Event- 3 tables of 10
3. Women for Whittier Summer Tea & Talk- 2 tables of 10
4. 2015 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.

DecisionArts

Whittier's Arts Therapy Department runs multiple DecisionArts groups throughout the year for adolescent and pre-adolescent girls who have been subjected to violence. Whittier Arts and Dance Therapists, both Licensed Mental Health Counselors (LMHC's), run the groups. This 8 to 12 week offering focuses on adolescents or pre-adolescents and offers multimodal ways of processing and expressing feelings, with a strong emphasis on making healthy choices in multiple areas of functioning. The sponsor of this program would have their logo on all promotional materials in relation to DecisionArts and on the company website.

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 Latinos suffer from diabetes than whites. For this reason, the communities of Boston, Roxbury, Dorchester, and beyond are target populations.

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.

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 medical van, at homeless women's shelters, drop-in-centers, and other places within high risk areas in Boston.

Men's Health Program

Whittier's comprehensive men's health program is an innovative prevention, education, counseling and screening program designed to link men -- especially hard-to-reach demographic groups like formerly incarcerated and homeless men -- 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 young people 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 - \$25,000

Recognition as a Lead Sponsor of each of Whittier's fundraising events for FY18 depending on timing of commitment:

1. Women for Whittier Holiday Tea & Talk (December 2017)
2. Annual Roast Fundraising Event (April 2018)
3. Men's Health Summit (June 2018)

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. Annual Roast Fundraising Event- 2 tables of 10
3. 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)

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Benefactor - \$15,000

Recognized as a Benefactor at each of Whittier's fundraising events for FY18 depending on timing of commitment:

1. Women for Whittier Holiday Tea & Talk (December 2017)
2. Annual Roast Fundraising Event (April 2018)
3. Men's Health Summit (June 2018)

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. Annual Roast Fundraising Event- 1 table of 10
3. Men's Health Summit- 1 vendor table

Patron - \$10,000

Recognized as a Patron at each of Whittier's fundraising events for FY18 depending on timing of commitment:

1. Women for Whittier Holiday Tea & Talk (December 2018)
2. Annual Roast Fundraising Event (April 2018)
3. Men's Health Summit (June 2018)

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. 2015 Annual Roast Fundraising Event- 2 reserved tickets
3. Men's Health Summit- 1 vendor table

Contributor- \$5,000

Recognition as a Contributor at each of Whittier's fundraising events for FY18 depending on timing of commitment:

1. Women for Whittier Holiday Tea & Talk (December 2017)
2. Annual Roast Fundraising Event (April 2018)
3. 2015 Men's Health Summit (June 2016)

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. Annual Roast Fundraising Event- 5 reserved tickets
3. Men’s Health Summit- 1 vendor table

On behalf of the communities we serve, thank you for considering making this commitment to Boston’s most vulnerable populations!

PLEASE JOIN THE WHITTIER STREET HEALTH CENTER LEADERSHIP CIRCLE





Your Organization's Contact Information

Thank you for supporting Whittier Street Health Center!

Name _____ Title _____

Company _____

Phone _____ Email _____

Please select your preferred sponsorship opportunity:

Organizational Sponsorship

Presenting Sponsor (\$50,000)
1-Year ___ 3-Years ___

Lead Sponsor (\$25,000)
1-Year ___ 3-Years ___

Benefactor (\$15,000)
1-Year ___ 3-Years ___

Patron (\$10,000)
1-Year ___ 3-Years ___

Contributor (\$5,000)
1-Year ___ 3-Years ___

Event Sponsorship

2017 Women for Whittier Holiday Tea & Talk
 Amount: _____

2018 Roast for Sam Kennedy
 Amount: _____

2018 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

Sponsorship Agreement

By signing this form, I, _____, acting as the _____, agree that the company _____ will sponsor the Whittier Street Health Center Leadership Circle in the amount of \$ _____ in cash.

Signature

Date