



SCI Social Capital Inc.

165M New Boston Street, Suite 233 • Woburn, MA 01801 • Phone: 781.935.2244

Social Capitalist Luncheon

Wednesday, March 29th, 2017 / Sheraton Boston

About Social Capital Inc.

SCI Social Capital Inc.'s mission is to strengthen communities by connecting diverse individuals and organizations through civic engagement initiatives. We envision a nation where individuals are strongly connected to their neighbors and play an active role in shaping the destiny of their communities. This increase in 'social capital' will result in communities that are safer, healthier and more vital. We have recently begun focusing our social capital building efforts on youth success and health & wellness outcomes.



SCI currently has programming in SCI currently has programming in 19 Massachusetts communities – Boston citywide and the neighborhoods of Dorchester and Mattapan; plus Bellingham, Chelsea, Dartmouth, Everett, Fall River, Gloucester, Lawrence, Lynn, Milford, New Bedford, Newton, Revere, Salem, Saugus, Winthrop and Woburn. In collaboration with local community partners, SCI trains and supports 25 full time AmeriCorps members and over 2,500 volunteers, in these program areas:

- **Youth Leadership:** Guided by our SCI youth leadership curriculum, SCI empowers teens in 9 youth council programs to develop initiatives to address pressing community needs.
- **Volunteer Outreach & Community Events:** SCI helps organizations increase their capacity to recruit and manage volunteers, and successfully implement community events that unite diverse community members.
- **Online Engagement:** SCI implements community web portals, social media and community outreach strategies that connect thousands of residents to opportunities to participate in civic life.
- **Training Social Capitalists:** SCI also trains emerging adult community leaders to collaborate effectively, make connections, bridge differences, and nurture social networks to make a difference.



What is the Social Capitalist Luncheon?

SCI's annual luncheon honors individuals who exemplify our mission. The SCI Idealist Award is presented to leaders who dedicate their lives and engage their social capital to address some of the most pressing needs in our communities. At our 2016 Luncheon, we honored Idealists Rev. Gloria White-Hammond and Rev. Ray Hammond for their longstanding work with at-risk Boston area youth. Roughly 300 guests attended, and we were able to raise over \$65,000 to continue our efforts to connect for community impact! In addition, SCI presented the Community Social Capitalist Award to four outstanding individuals who impact the lives of others by leveraging their personal and professional network to make a difference.

SCI is delighted to announce David Shapiro as our 2017 Idealist Award honoree. The SCI Idealist Award is presented to leaders who dedicate their lives and leverage their social capital to address some of the most pressing needs in our community.



David Shapiro is the CEO of MENTOR: The National Mentoring Partnership, the unifying champion for expanding quality youth mentoring relationships. MENTOR was founded 25 years ago to build and activate a youth mentoring movement. Since then, the number of mentoring relationships has grown from 300,000 to more than four million. Under Shapiro's leadership, the organization has been highlighted by the Social Impact Exchange, the Stanford Social Innovation Review and Grantmakers for Effective Organizations, and was selected by the U.S Department of Justice to establish and operate the National Mentoring Resource Center.

In 2014, MENTOR's report, *The Mentoring Effect*, found that 1 in 3 young people reach adulthood without a mentor. MENTOR's strategy to close that gap incorporates policy expertise and advocacy, public awareness and mobilization. The organization bridges research to practice, and develops and delivers standards, training and tools in collaboration with its national network of affiliate *Mentoring Partnerships*.

Shapiro was previously the CEO of MENTOR's Massachusetts affiliate, Mass Mentoring Partnership and he has held positions with the U.S. Golf Association Foundation and the American Red Cross of Massachusetts Bay. He chairs the Mass Nonprofit Network board and serves as a volunteer leader with America's Promise Alliance and National Human Service Assembly.

Celebrate Your Own Social Capitalist:

The luncheon provides Gold and Silver sponsors with a unique opportunity to publicly acknowledge outstanding volunteers in their own networks by nominating them for a Community Social Capitalist Award to be presented at the event. All sponsors receive outstanding recognition to hundreds of business and community leaders from across the state who attend the luncheon and thousands more who are informed through SCI's network and general event publicity.



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Become a Sponsor

Join us in celebrating 2017 SCI Idealist David Shapiro and Community Social Capitalists on March 29, 2017. Consider the sponsorship options outlined below and notify your SCI contact or Jordan Caress-Wheelwright of your selection and she will provide additional details. Individual tickets will be available at \$150/each. If interested in table pricing, without added sponsorship benefits, please contact Jordan Caress-Wheelwright (jcaress@socialcapitalinc.org). Ads received after 2/15/2017 will be inserted into a black & White program book insert.

Gold Sponsor (\$5,000)

- Nominate a Community Social Capitalist to honor at this event and in press materials, including media ads that will list the honorees and sponsors that nominate them
- Opportunity to highlight your Community Social Capitalist in the video presentation at the Luncheon.
- Two premium tables of 10
- Full page ad (B&W) in event program book (5" wide x 7 7/8" tall)
- Banner displayed on site in prominent location
- Premium placement of logo on invitation (print & electronic) & Save the Date email.
- Prominent mention in all media communications including press releases, media advisories and advertisements, as well as Facebook and Twitter (7,000+ followers)
- Prominent placement of logo & hyperlink on SCI website
- Prominent placement of logo in event slide show
- Premier recognition in newsletter (3,000+ subscribers)

Silver Sponsor (\$2,500)

- Nominate a Community Social Capitalist to honor at this event and in press materials, including media ads that will list the honorees and sponsors that nominate them
- Opportunity to highlight your Community Social Capitalist in the video presentation at the Luncheon
- One premium table of 10
- Full page ad (B&W) in event program book (5" wide x 7 7/8" tall)
- Placement of logo on invitation (print & electronic) & Save The Date email
- Mention in communications via Facebook and Twitter (7,000+ followers)
- Recognition & hyperlink on SCI website
- Placement of logo in event slide show
- Premier recognition in newsletter

Bronze Sponsor (\$1,000)

- Half a table -- 5 tickets to event
- Half page ad in event program book (5" wide x 2 3/4" tall)
- Placement of logo in event slide show
- Recognition on SCI website
- Mention in communications via Facebook and Twitter (7,000+ followers)
- Recognition in newsletter

Please send logos in eps format and program book ads in hi res jpg format.

Ads or text for ads should be emailed to Jordan Caress at jcaress@socialcapitalinc.org



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Who is a Community Social Capitalist?

A Community Social Capitalist is a volunteer who impacts the lives of others by leveraging their personal and professional network to make a difference. Recipients may have mobilized a group to volunteer, or organized an event in their neighborhood, or brought a diverse group to work together on a common issue. Honorees personify the spirit of strengthening communities through civic engagement.

Some Social Capitalists are company leaders who are fostering an ethic of civic engagement in their company or are helping to build the capacity of important communitybased organizations; some are coworkers who are inspiring their peers to give their time to help the community; and some are nonprofit leaders nominated by a company for their exemplary community work.

Too often, these people are not recognized for their powerful acts of community building. SCI seeks to change that! Honor a 2017 Community Social Capitalist from your corporate family for his or her commitment to making a difference in Massachusetts at SCI's Social Capital Luncheon.

Recognition: All 2017 SCI Community Social Capitalists will be recognized at the Luncheon and receive a plaque to celebrate their invaluable contribution to their community. Honorees will also be featured in press releases directed to community publications. Sponsors will be recognized at the event and included in all media outreach.

How to Participate: Identify the level at which you would like to participate in the Social Capital Luncheon and whom you would like to honor as your Community Social Capitalist. Sponsors at the Gold and Silver Level may select a Community Social Capitalist to be honored at the event. Please tell us the name of your honoree by Feb 1st, 2017.

For more information on sponsorship levels and benefits, please see the previous page or contact Jordan Caress-Wheelwright at (978) 500-1867 or jcaress@socialcapitalinc.org



2016 SCI Community Social Capitalists: (L-R) James Mackey, Maroli Licardie, Molly Baldwin, Marva Serotkin