



2022 SCI Social Capitalist Luncheon

Sponsorship information package

Who we are:

Social Capital Inc. (SCI) is a nonprofit community organization, founded in 2002, with a mission to strengthen communities by connecting diverse individuals and organizations through civic engagement initiatives. SCI provides communities with skills and tools to engage people in making a difference, with a priority on promoting youth success and healthy, inclusive communities. A lean professional staff combined with over 20 dedicated SCI AmeriCorps members and strong partners enables SCI to serve 20 Eastern Massachusetts communities, primarily in the Greater Boston area. Major program areas include:

- **Youth Leadership:** SCI has long supported local Youth Council service-learning programs with our Youth Leadership Curriculum and through the placement of SCI AmeriCorps members. In 2021, we developed and piloted the Youth Grant Pitch Contest to leverage our experience with youth. The program creates a new way to engage volunteer coaches in developing young people's skills as they address an important community problem.
- **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.
- **Uniting Diverse Communities:** While bringing diverse people together has always been an important part of SCI's work, it has been a major focus in recent years. This has included co-facilitating community dialogues on race and diversity, and launching new programs to support Woburn's increasingly diverse students. In addition, in 2021 SCI, working with community partners, organized Woburn's first Juneteenth celebration.
- **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. In January of 2022, SCI will launch our first Allyship Month, which will include providing a curriculum, for both youth and adults, on learning what it means to be an ally.
- **COVID-19 Response:** When the COVID-19 pandemic hit in March of 2020, SCI quickly adapted its programming to meet the needs created by the public health crisis. This included pivoting its operations to a primarily virtual mode, with most of its AmeriCorps members serving virtually. However, a handful of members continued serving at front-line community service organizations such as health centers and food pantries. During this period of time, SCI coordinated community efforts to provide food thousands of people need and provided virtual support to hundreds of youth and families. SCI is now implementing a new Vaccine Equity and Access Program (VEAP), training grassroots "Ambassadors" to share about the benefits of vaccination and discuss questions and concerns within their networks.



[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. We will present the 2022 Idealist Awards to Juan Fernando Lopera, Makeeba McCreary, and James Morton.

Typically held at a hotel in Downtown Boston as a single event with some 250 business and community leaders, the 2022 Luncheon will consist of two virtual events, followed by an Award Reception.

The Luncheon Series will include:

- **Community Collaboration Lunch & Learn** A program that will include the presentation of the "Connect for Community Impact", sponsored by Eastern Bank, and panel discussion on topics related to business & community collaboration to create healthy and equitable communities. **Tuesday, May 17 @ noon - Online.**
- **2022 SCI Idealist Award Presentation** A program that will feature the presentation of the 2022 SCI Idealist Award to Juan Lopera, Makeeba McCreary, and James Morton. The SCI Idealist Award is presented annually to leaders who dedicate their lives and leverage their social capital to address some of the most pressing needs in our community **Thursday, May 19 @ noon - Online.**

We are currently planning an in-person, informal Social Capitalist reception for the evening of May 19th, provided that public health conditions continue to improve!

- **SCI Award Reception** An evening to network together and recognize our Award winners. **Thursday, May 19 5:30PM-7:30PM - District Hall, 75 Northern Avenue, Boston, MA 02210**

2022 SCI Idealist Honorees

Juan Fernando Lopera, Beth Israel Lahey Health's inaugural Chief Diversity, Equity and Inclusion Officer, leading the system's efforts to transform care delivery for the underserved, while establishing diversity, equity and inclusion capabilities across the system.

Dr. Makeeba McCreary is the President of the New Commonwealth Racial Equity and Social Justice Fund, which will support eligible nonprofit organizations and to build an ecosystem of area leaders and stakeholders committed to dismantling systemic racism in Boston and across the Commonwealth of Massachusetts.

James Morton serves as the President and CEO of the YMCA of Greater Boston, one of the largest private social services providers in Massachusetts, offering programs and services that nurture the potential of every child and teen, supporting healthy living and well-being, and promoting social responsibility.

At our 2021 Luncheon, we honored Yolanda Coentro, Betty Francisco, and Paul Francisco for their work in strengthening our communities. [A full list of SCI Idealist honorees is available on our website.](#)



SCI Social Capital Inc.

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

Become a Sponsor

Join us for the Social Capitalist Luncheon, a series of events celebrating 2022 SCI Idealists Juan Fernando Lopera, Makeeba McCreary, and James Morton. Each event will highlight the importance of building social capital in order to create healthy, inclusive communities. Consider the sponsorship options outlined below and notify SCI of your selection and we will provide additional details. Individual tickets are available at \$150/each.

Gold Sponsor (\$6,000)

- Prominent recognition throughout the Luncheon Virtual Events and Award Reception.
- Unlimited passes for the Luncheon Series virtual events.
- 10 guests welcome at the Award Reception.* (RSVP required)
- Full page ad in program book. (5" wide x 7.875" tall)
- Premium placement of logo on all event invitation emails (at least 5).
- Prominent mention in all media communications including press releases, media advisories and advertisements, as well as social media (7,000+ followers)
- Prominent placement of logo & hyperlink on SCI website and logo in event slideshow.
- Premier recognition in e-newsletter (3,000+ subscribers)

Silver Sponsor (\$3,000)

- Recognition throughout the Luncheon Virtual Events and Award Reception.
- 10 All Access passes for the Luncheon Series virtual events.
- 5 guests welcome at the Award Reception.* (RSVP required)
- Full page ad in program book. (5" wide x 7.875" tall)
- Placement of logo on all event invitation emails (at least 5).
- Recognition on all social media platforms.
- Placement of logo & hyperlink on SCI website and logo in event slideshow.
- Recognition in e-newsletter (3,000+ subscribers)

Bronze Sponsor (\$1,500)

- Recognition at one Social Capitalist Luncheon Series event.
- 10 All Access passes for the Luncheon Series virtual events.
- 2 guests welcome at the Award Reception.* (RSVP required)
- Half page ad in program book. (5" wide x 3.875" tall)
- Recognition on all social media platforms.
- Placement of logo & hyperlink on SCI website and logo in event slideshow.
- Recognition in e-newsletter (3,000+ subscribers)

Virtual Table Sponsor (\$1,000)

- 10 All Access passes for the Luncheon Series virtual events.
- 4 guests welcome at the Award Reception.* (RSVP required)
- Inclusion on list of event supporters.

Contact SCI:

David Crowley - dcrowley@socialcapitalinc.org or Leah Mulrenan - lmulrenan@socialcapitalinc.org

Please send logos in eps format and program book ads in high resolution jpg format. Logos and other materials should be emailed to Mary Galia at mgalia@socialcapitalinc.org.



Program Book Advertisements

In addition to full sponsorships that come with tickets and ads, program book ads may be purchased on an a la carte basis, at the rates listed below.

Full Page Ad \$800

- Full page, Ad or Message (5" wide x 7.875" high)

Half Page Ad \$500

- 1/2 page, Ad or Message (5" wide x 3.875" high)

Quarter Page Ad \$250

- 1/4 page, Ad or Message (2.5" wide x 3.875" high)

Well-Wisher List \$150

- For a \$150 donation, your name will be included in our event program, and we will identify you as a Well-Wisher in the program book.

Ads or text for ads should be emailed by March 31st to Mary Galia at mgalia@socialcapitalinc.org. Please send a file that is at least 300 pixels per inch, in either jpg, pdf or eps format.