

SPONSORSHIP OPPORTUNITIES

Always at the center of an ever changing tide, navigating ebbs and flows for patients is what our health centers do best. But riding the waves, hoping to land safely ashore is not always enough — sometimes we need to make a splash.



Presented by
**Massachusetts League of
Community Health Centers**

Friday, June 7, 2024
6 pm — 11 pm

**The Westin Copley Place, Boston
10 Huntington Avenue
Boston, MA**

GALA HOST COMMITTEE

CO-CHAIR

Karen Gardner
CEO

Community Health Center of Cape Cod

CO-CHAIR

The Honorable Martin J. Walsh

Louis Brady

President & CEO

Family Health Center of Worcester

James T. Brett

President & CEO

New England Council

Alastair Bell, MD, MBA

CEO & President

Boston Medical Center Health System

Kendalle Burlin O'Connell, Esq.

CEO & President

MassBio

Bithiah Carter

President & CEO

New England Blacks in Philanthropy

Guy Fish, MD, MBA

CEO & President

Greater Lawrence Family Health Center

William Halpin, Jr.

CEO

South Boston Community Health Center

Sarah Iselin

President & CEO

Blue Cross Blue Shield of Massachusetts

Jackie Jenkins-Scott

President

Roxbury Community College

Sandy Lish

Principal/Co-Founder

The Castle Group

Imari Paris Jeffries

Executive Director

Embrace Boston

Christina Severin

President & CEO

Community Care Cooperative

Guale Valdez

CEO

Mattapan Community Health Center

Greg Wilmot

President & CEO

NeighborHealth

THIS YEAR'S AWARD RECIPIENTS

2024 STATE PUBLIC SERVICE AWARD



REPRESENTATIVE AARON MICHLEWITZ
Chair, House Committee on Ways & Means

FOUNDER AWARD



SUE JOSS
*Chief Executive Officer
Brockton Neighborhood Health Center*

COMMUNITY HEALTH CENTER CLINICIAN AWARDS



CYNTHIA SLAGA
*Nurse Practitioner
School-Based Health Center,
Lowell Community Health Center*



STEPHANIE BILLINGS
*Family Medicine Physician
Holyoke Health Center*

COMMUNITY HEALTH CENTER CEO AWARD



GUALE VALDEZ
*Chief Executive Officer
Mattapan Community Health Center*

JOSEPH M. SMITH BOARD MEMBER AWARD



JOSEPH SCARDINO
Family Health Center of Worcester

COMMUNITY HEALTH CENTER EMPLOYEE AWARDS



JESSICA DAROSA
*Director of Operations
Harvard Street Neighborhood Health Center*



JOANNE MAZAR
*Chief Human Resources Officer
Community Health Center of Cape Cod*

FIFTY-TWO YEARS AGO, the Mass League was established as a loose affiliation of Boston health centers and has grown to become the statewide association representing and serving the needs of the state's 52 community health center organizations that provide high quality health care to over 1,000,000 patients, drawing from 98% of the state's zip codes.

The Mass League's annual gala has become a highlight of the year for community health centers and was developed as a way of recognizing the work and mission of community health centers by honoring our colleagues who render outstanding service to our patients and communities. Attendance for this event is expected to reach 600+ and constitutes the largest gathering of the Massachusetts health center community each year.

Your sponsorship of this year's celebration — "Making Waves" provides an important means for your organization to recognize the work of the Mass League and our members.

HOW IT ALL BEGAN

In 1965, against the backdrop of the modern Civil Rights Movement, a national poverty rate approaching 20 percent, and a dearth of physicians practicing in urban and rural areas across the country, the nation's first community health center was founded at Columbia Point in Dorchester, Massachusetts. The model would bring accessible, affordable, and high quality healthcare services to low-income patients and communities of color. It would also ensure an enduring social-justice focus by drawing the majority of its board of directors from the community it served.

In 1966, Senator Edward M. Kennedy visited Columbia Point and was so impressed with its community-based model of care that he urged the Office of Economic Opportunity to fund more centers across the country. Soon thereafter, health centers were funded through a \$38 million appropriations bill.



By 1971, there were 150 health centers throughout the country; 17 of those centers were located in Massachusetts.

Six years after the founding of Columbia Point, health centers joined with public agencies and other community-based health organizations in a conference held at Northeastern University to address the coordination of public health planning for the city's neighborhoods. As a major outcome, the Massachusetts League of Community Health Centers (Mass League) was formed in 1972 to help define health centers as a network of community-focused providers and to establish a forum for addressing their common needs and concerns.

Over its history, the Mass League has emerged as a strong and cohesive force representing a group of health centers that is considered the most robust and respected health center network in the country.

WHAT WE DO

The Mass League provides essential support to its members in a wide range of areas:

Work in **Governmental Affairs & Public Policy** provides analysis, technical assistance, and advocacy related to key state and federal health policy and regulatory issues. Through work with our community health center members and MassHealth, the Mass League was able to secure recent historic and systemic investments for Massachusetts' Federally Qualified Health Centers (FQHC) which have been essential to health center finances. Our policy work in partnership with health centers identified workforce and capital as critical focus areas, which yielded additional historic investments and launched nation-leading workforce innovations.

Workforce Development activities include initiatives aimed at growing and maintaining a diverse and resilient workforce that reflects the communities health centers serve, something that is essential to the health center model of care. For this reason, since their inception in the Civil Rights Movement, health centers have had a long history of hiring and training



community members, establishing career ladder programs, and innovating community-based post-graduate programs.

Recently, in recognition of our proven leadership in administering loan repayment for a wide array of clinical roles at health centers and at other partner sites, the Mass League was awarded a historic contract to oversee the state's consolidated loan repayment program. The program currently has more than \$300 million in committed funding as part of a 10-year initiative to support loan repayment aimed at retaining one of the Commonwealth's most essential assets: our healthcare workers.

The Mass League's **Clinical Quality Improvement** work promotes the management and support of clinical initiatives to enhance and better integrate patient care. A recent initiative is the partnership of Mass General Brigham and the Mass League to support six substance use disorder programs in the greater Boston area with the goal of increasing access to, and retention in, SUD treatment and recovery support services for Black, Hispanic or Latine, and Native and tribal-identified people.

The **Health Center Controlled Network (HCCN)** expands health center capacity for using data and technology to improve efficiency, quality of care, and advance patient health. The Health Informatics team, at the Mass League, is working alongside the Massachusetts Broadband Institute at MassTech and the Healey-Driscoll Administration in addressing the digi-

tal divide by bringing internet access through its Telehealth Navigator Program. These Navigators will empower patients to ensure they are not left behind in the shift towards hybrid model of care environments. More than one in eight residents in Massachusetts rely on FQHCs for their health care.

The Mass League also oversees:

- **Connecticut River Valley Farmworker Health Program (CRVFHP)**, a voucher program funded under Section 330 (g) of the Public Health Service Act that enables qualified migrant and seasonal farmworkers and their families to receive a limited set of health services from a network of participating Massachusetts and Connecticut health care providers based in the Connecticut River Valley.

In addition the Mass League is a founder and partner of:

- **Capital Link**, a 501c3 organization established in 1998 to assist health centers with planning capital projects, financing growth, and identifying ways to improve performance.
- **Community Health Center Capital Fund**, a 501c3 established in 1994 to assist health centers in leveraging multiple sources of financing for capital projects, including New Markets Tax Credits.



- **CommonWealth Purchasing Group**, a wholly owned subsidiary of the Mass League created in 1998 that provides group purchasing, shared services, and strategic sourcing solutions for 800+ health centers and related non-profit organizations across all 50 states.

The Mass League's newest and ground-breaking addition is the opening of the **Institute for Health Equity Research, Evaluation & Policy (IHE)**, the first institute of its kind to be established at a health center association focused on community-driven research with the goal of achieving health equity. The IHE convenes communities and supports the scientific infrastructure, program evaluation and training needed to identify and sustain the most effective strategies for attaining equity in health and healthcare, as defined by those with lived experience of health inequities. The IHE will advance an emancipatory research approach to ensure that science benefits communities who bear the greatest human costs of long-standing health inequities.

HOW YOU CAN HELP

In recognition of our achievements as an association, we are asking you to consider supporting our celebratory event. Your financial contribution to "Making Waves" will also support a wide range of workforce initiatives that help community health centers recruit and retain critically needed staff and provide career ladder opportunities for residents of communities served by health centers.

Thank you in advance for your consideration.



SPONSORSHIP OPPORTUNITIES

BENEFACTOR SPONSOR \$50,000

- 2 VIP tables (20 tickets)
- Acknowledgement from the podium during the event
- Name or logo featured on screen during the event
- Recognition in all digital collateral
- Full page (5" w x 8" h) ad in digital program
- Name or logo on Mass League website annual awards gala page
- Acknowledgement in Mass League social media accounts: Facebook, Twitter, Instagram
- Opportunity to co-brand an e-communication to all attendees, post event

PREMIER SPONSOR \$25,000

- 2 VIP table (20 tickets)
- Acknowledgement from the podium during the event
- Name or logo featured on screen during the event
- Full page (5" w x 8" h) ad in digital program
- Name or logo on Mass League website annual awards gala page
- Acknowledgement in Mass League social media accounts: Facebook, Twitter, Instagram

LEGACY SPONSOR \$10,000

- 1 table (10 tickets)
- Acknowledgement from the podium during the event
- Name or logo featured on screen during the event
- Half page (5" w x 3.75" h) ad in digital program
- Name or logo on Mass League website annual awards gala page
- Acknowledgement in Mass League social media accounts: Facebook, Twitter, Instagram

RECOGNITION SPONSOR \$5,000

- 2 tickets to gala
- Name or logo featured on screen during the event
- Half page (5" w x 3.75" h) ad in digital program
- Name or logo on Mass League website annual awards gala page

SUPPORTER SPONSOR \$2,500

- Name or logo featured on screen during the event
- Listing in digital program
- Name or logo on Mass League website annual awards gala page

DIGITAL PROGRAM AD

Full-page (5" w x 8" h)	\$1,000
Half-page (5" w x 3.75" h)	\$ 800

Ads can be full-color, grayscale or black and white. Electronic files should be supplied in one of the following formats: PDF (with all fonts embedded), EPS (fonts converted to outlines) or JPEG.

**FULL PAGE AD
ORIENTATION**

**HALF PAGE AD
ORIENTATION**

Please email files to vsdesignonline@verizon.net by **May 23, 2024.**

SPONSORSHIP REPLY FORM

- | | | |
|-----------------------|----------------------------|----------|
| <input type="radio"/> | BENEFACTOR SPONSOR | \$50,000 |
| <input type="radio"/> | PREMIER SPONSOR | \$25,000 |
| <input type="radio"/> | LEGACY SPONSOR | \$10,000 |
| <input type="radio"/> | RECOGNITION SPONSOR | \$5,000 |
| <input type="radio"/> | SUPPORTER SPONSOR | \$2,500 |
| <input type="radio"/> | FULL PAGE AD ONLY | \$1,000 |
| <input type="radio"/> | HALF PAGE AD ONLY | \$800 |

*Please respond
with your sponsorship
choice by
May 10, 2024*

All ads should conform to the advertising specifications.

Ad deadline is May 23, 2024

Email ad to vsdesignonline@verizon.net

Please include contact information for questions pertaining to your ad.

Name of Sponsor

Contact person

Address

Phone

Email

Enclosed is my check made payable to Massachusetts League of Community Health Centers for \$ _____

REPLY BY MAIL

Please mail this reply form along with your check to:

Annual Awards Gala

Massachusetts League of Community Health Centers

40 Court Street, 10th floor

Boston, MA 02108

REPLY ONLINE

To reply and pay for sponsorship online click here:

[REPLY HERE](#)

Please submit this form and an electronic file of your logo

(if sponsoring) to: Cheryl Shaughnessy at

cshaughnessy@massleague.org

If you have any questions, please contact Cheryl Shaughnessy at
cshaughnessy@massleague.org or call 617-988-2240

Massachusetts League
of Community Health Centers