

## 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](mailto:vsdesignonline@verizon.net) by  
**May 23, 2024.**



## SPONSORSHIP REPLY FORM

- |                       |                            |          |
|-----------------------|----------------------------|----------|
| <input type="radio"/> | <b>BENEFACTOR SPONSOR</b>  | \$50,000 |
| <input type="radio"/> | <b>PREMIER SPONSOR</b>     | \$25,000 |
| <input type="radio"/> | <b>LEGACY SPONSOR</b>      | \$10,000 |
| <input type="radio"/> | <b>RECOGNITION SPONSOR</b> | \$5,000  |
| <input type="radio"/> | <b>SUPPORTER SPONSOR</b>   | \$2,500  |
| <input type="radio"/> | <b>FULL PAGE AD ONLY</b>   | \$1,000  |
| <input type="radio"/> | <b>HALF PAGE AD ONLY</b>   | \$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](mailto:vsdesignonline@verizon.net)

Please include contact information for questions pertaining to your ad.

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Name of Sponsor

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Contact person

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Address

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Phone

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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](mailto:cshaughnessy@massleague.org)

If you have any questions, please contact Cheryl Shaughnessy at  
[cshaughnessy@massleague.org](mailto:cshaughnessy@massleague.org) or call 617-988-2240

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of Community Health Centers