



Building & Leading a Movement  
of Community Health Centers  
in Massachusetts

*A 50th Anniversary Celebration & Awards Gala*

Saturday, June 18, 2022

Sheraton Boston Hotel

39 Dalton Street, Boston, MA 02199

6:00 PM to 12:00 AM

**SPONSORSHIP OPPORTUNITIES**



## *A 50th Anniversary Celebration & Awards Gala* Honorary Committee (as of 5-2-22)

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**Myechia Minter-Jordan, MD, MBA, President & CEO**  
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**Reverend Gloria E. White-Hammond, MD, MDIV, Co-Pastor**  
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### Governor Charlie Baker

Commonwealth of Massachusetts

### JudyAnn Bigby, MD, Former Secretary

Executive Office of Health and Human Services

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### Karen Holmes Ward, Director of Public Affairs and Community Services

WCVB-TV

### Reverend Mariama White-Hammond, Pastor

New Roots AME Church

## *A 50th Anniversary Celebration & Awards Gala*

### 2022 Award Recipients

Every year, the Massachusetts League of Community Health Centers recognizes individuals for their personal achievements and their outstanding service to their communities and to the community health center network. This year we will be recognizing the following individuals:

OUTSTANDING MASSACHUSETTS  
COMMUNITY HEALTH CENTER CLINICIAN AWARD

**Azra Ali, MD, Primary Care Clinician**

North Shore Community Health

JOSEPH M. SMITH BOARD MEMBER AWARD

**Bruce Robinson**

Lowell Community Health Center

OUTSTANDING MASSACHUSETTS  
COMMUNITY HEALTH CENTER CEO AWARD

**Barry Bock**

Boston Health Care for the Homeless Program

OUTSTANDING MASSACHUSETTS  
COMMUNITY HEALTH CENTER EMPLOYEE AWARDS

**Juan Carvajal, Director of Facilities and Maintenance**

Holyoke Health Center

**Hue Cam Diep, Lead Patient Service Representative**

Manet Community Health Center

EDWARD M. KENNEDY FOUNDER AWARD

**Allison Coleman, CEO**

Capital Link and Community Health Center Capital Fund



NATIONAL PUBLIC HEALTH  
SERVICE AWARD

**Rochelle P. Walensky, MD, MPH**  
**Director**

Centers for Disease Control  
and Prevention



PUBLIC SERVICE AWARD

**Amanda Cassel Kraft**  
**Assistant Secretary for**  
**MassHealth**

Executive Office of Health and  
Human Services



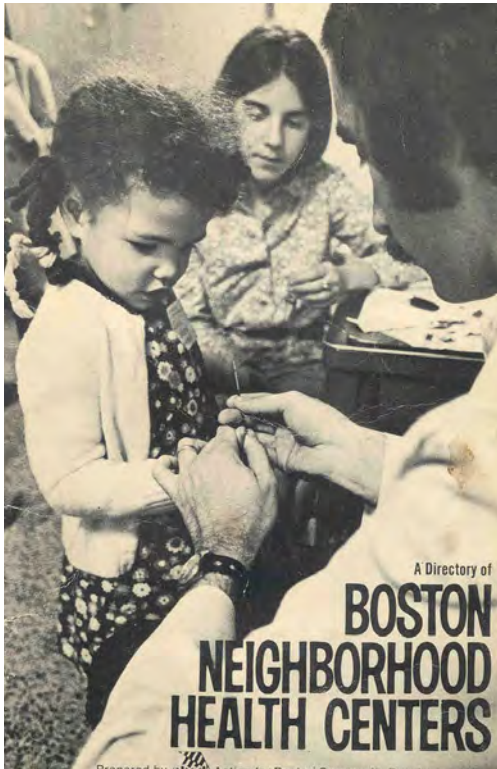
## *A 50th Anniversary Celebration & Awards Gala* History of the League

### *How it 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.

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 (the 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. Subsequently, the Mass League and similar state associations helped found the National Association of Community Health Centers (NACHC), established to provide technical assistance and advocacy for the centers at the national level.



## *Threat of program elimination and later, block grants*

However, support for the community health center movement was not always unanimous. As health centers across the country became an increasingly cohesive national movement, they faced several challenges to their federally funded grant program. In 1975 the Mass League worked with Senator Kennedy and NACHC to beat back the first threat to health center funding when President Gerald Ford's Administration proposed eliminating the program altogether. In the end, the health centers not only had their funding restored -- they secured enough broad-based support to obtain their first congressional authorization. Later in 1981 and again in 1995, Congress considered the block granting of health center funding. In both cases, passage of grants failed as national grassroots efforts to ensure that the health center program remained a direct federal-local partnership prevailed.

## *1980s bring managed care, a new health plan and recognition of the plight of the uninsured*

It was in the early 1980s that managed care began to take hold in Massachusetts. In the effort to remain competitive and to ensure health access for the most vulnerable, the Mass League joined with Boston business leaders in 1986 to help found the community health center-based HMO, Neighborhood Health Plan. Later, as the state's uninsured population continued to grow, the Mass League made the case that health centers could expand primary care to this group, improving their health outcomes and reducing their reliance on higher-cost hospital emergency care. Gaining the support of business leaders and policymakers alike, in 1991 health centers became eligible providers of care through the state's uncompensated care pool designed to pay for the medical costs of uninsured residents.

## *Health centers come full circle as they emerge once again as a solution for expanding health access*

In the early 1990s, there was considerable consensus among public health advocates to promote the idea that a tax on cigarettes was a necessary and just approach to funding public health programs. In 1992, Massachusetts' voters overwhelmingly approved a ballot initiative to place a 25-cent per pack tax on cigarettes for programs focusing on smoking prevention and cessation.

In 1996, another 25-cent per pack increase was supported by a broad-based coalition, including the Mass League. The intent was to use cigarette tax revenues to expand eligibility for the state's Medicaid program, and for creation of a second plan to cover children whose families' incomes were too high to qualify for Medicaid. The culmination of these efforts resulted in passage of M.G.L. Chapter 203, the 1996 landmark legislation that extended Medicaid coverage to more low-income Massachusetts residents. In order to find and enroll the newly eligible residents, state officials turned to community health centers. By 2002, health centers had helped to enroll 300,000 new people into the Massachusetts' Medicaid program and had gained recognition as a solution for expanding care to low-income patients as a result of their accessible, quality and cost-effective care.

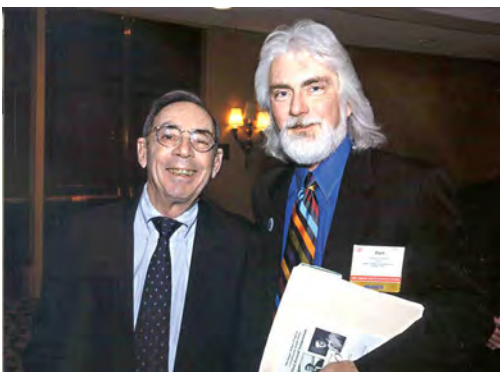




In the lead up to state health reform and beyond, the Mass League has provided critical input for Medicaid waivers and health reform expansions—resulting in increased coverage and lowered costs for vulnerable residents. And during the recent pandemic, the organization has had a central role in making equity a foundation of the Commonwealth’s response. Over its history, the Mass League has emerged as a strong and cohesive force representing health centers and the one million residents they serve. Since 1972, the health center network has grown from 52 sites to more than 300, drawing patients from 96 percent of the state’s zip codes and is considered the most robust and respected health center network in the country. Fittingly, the Mass League will also open the doors of a health equity institute this year -- the first of its kind to be established at a health center association – helping to mark this half-century anniversary with a focus on participatory and emancipatory research.

*How you can help*

In recognition of this significant milestone and our achievements as an association, we are asking you to consider supporting our celebratory event. Your financial contribution will help raise the visibility and awareness of the Mass League and our members, and support our work to ensure accessible, equitable healthcare for all residents of the Commonwealth.



# Sponsorship Opportunities



## **BENEFACTOR SPONSOR | \$50,000**

- 2 VIP tables (20 tickets)
- Acknowledgement from podium during event
- Name or logo featured on screen during the event
- Recognition in all digital and printed collateral
- Full page ad in Digital Program Book
- Acknowledgement in Mass League social media accounts: Facebook, Twitter, Instagram
- Name or logo on Mass League website 50th anniversary page with link to company website
- Opportunity to co-brand an e-communication to all attendees, post event

## **PREMIER SPONSOR | \$25,000**

- 1 VIP table (10 tickets)
- Acknowledgement from podium during event
- Name or logo featured on screen during the event
- Half page ad in Digital Program Book
- Acknowledgment in Mass League social media accounts: Facebook, Twitter, Instagram
- Name or logo on Mass League website 50th anniversary page with link to company website

## **LEGACY SPONSOR | \$10,000**

- 5 tickets to Event
- Half page ad in Digital Program Book
- Name or logo on Mass League website 50th anniversary page with link to company website

## **RECOGNITION SPONSOR | \$5,000**

- Listing in Digital Program book
- 2 tickets to Event
- Name or logo on Mass League website 50th anniversary page

## **SUPPORTER SPONSOR | \$2,500**

- Listing in Digital Program Book
- Name or logo on Mass League website 50th anniversary page

## **INVITATIONS ARE BEING MAILED SEPARATELY. SEATS ARE \$250 PER PERSON OR \$2500 PER TABLE**

- \$250 per ticket
- \$2500 per table of 10

### **ADVERTISEMENTS IN DIGITAL PROGRAM ONLY:**

- Full-page ad (5" w x 8" h) \$1,000
- Half page ad (5" w x 3.75" h) \$500

### **DIGITAL PROGRAM BOOK AD SPECIFICATIONS:**

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), JPEG or TIFF (at 300 dpi).

Email files to [mbsandoski@gmail.com](mailto:mbsandoski@gmail.com) by May 31, 2022

# Sponsorship Reply Form *Please respond by May 15, 2022*

Benefactor Sponsor | \$50,000

Premier Sponsor | \$25,000

Legacy Sponsor | \$10,000

Recognition Sponsor | \$5,000

Supporter Sponsor | \$2,500

Full Page Ad Only | \$1,000

Half Page Ad Only | \$800

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All ads should conform to the advertising specifications outlined in the attachments. Ad deadline is May 31, 2022

Email ad only to [mbsandoski@gmail.com](mailto:mbsandoski@gmail.com).

Please include contact information for the person who created the ad.

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Name of Sponsor \_\_\_\_\_

Contact person \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Enclosed is my check in the amount of \$ \_\_\_\_\_

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Payment may also be deferred until December 30, 2022

Make payable to Massachusetts League of Community Health Centers

Please submit this form and an electronic file of your logo (if sponsoring) to:  
Cheryl Shaughnessy at [cshaughnessy@massleague.org](mailto:cshaughnessy@massleague.org).

Please mail this reply form along with your check to:

Cheryl Shaughnessy

Massachusetts League of Community Health Centers

40 Court Street, 10th floor

Boston, MA 02108

To pay for this sponsorship online [click here](#)

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



## ADVERTISEMENTS IN DIGITAL PROGRAM ONLY:

- Full-page ad (5" w x 8" h) \$1,000
- Half page ad (5" w x 3.75" h) \$500

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