



**St. Mary's Center**  
for Women and Children  
*Change comes from the Center*

**"St. Mary's Center is the light that ignited my fire to further my education."**  
- Nicole, Workforce Development & Learning Resource Center participant

## Sponsorship Opportunity: Diamonds of Dorchester

### ABOUT ST. MARY'S CENTER...

**St. Mary's Center for Women and Children (St. Mary's Center)** is hosting its 17<sup>th</sup> annual gala, Diamonds of Dorchester, on October 27<sup>th</sup>, 2020. In order to promote the safety and wellness of guests, team members, and families, this event will be held virtually.

**St. Mary's Center is a unique and holistic one-stop shop of life-changing programs and services, providing shelter, workforce development, and a learning resource center to low-income women in Dorchester and East-Boston.** Located in Uphams Corner in Dorchester, St. Mary's Center builds on a rich 27-year history as **one of the largest family homeless shelters in Massachusetts**. Each year, hundreds of Boston's most vulnerable women and children find the wrap-around assistance they so critically need at St. Mary's Center.

**St. Mary's Center for Women and Children: Breaking down barriers and providing solutions for critical disparities for Boston's most vulnerable populations.**

### Impacts of COVID-19 at St. Mary's Center

**1/3** of our employees have been directly impacted by COVID-19, through illness, self-quarantine and lost day care.

**3X** Amount of food we provided to our families, compared to pre-pandemic, to address sky-rocketing food insecurity.

**108** Children living in St. Mary's shelters spent spring 2020 out of school and daycare.

This year, St. Mary's Center is doing things differently, balancing a new strategic vision for our programs with an ever-growing need for our critical services. **The global pandemic has hit our community harder than most.** As a means to create powerful, lasting recovery and stabilization for our women and children, St. Mary's Center is looking to deepen the important relationships we have developed with our sponsors and forge new ones.

### ST. MARY'S CENTER'S SOLUTION...

There are three critical components to fully heal from the COVID-19 pandemic: **1. Emergency Response, 2. Recovery, and 3. Stabilization.** St. Mary's Center staff successfully provided our women and families **emergency response** services, such as emergency food assistance, quarantine isolation units on campus, technology assistance to ensure our women can continue their education, and dedicated homework spaces and support for 108 children locked out of school.

Through the 2020 Diamonds of Dorchester Annual Gala, St. Mary's Center looks to raise dollars to support the two final phases of healing, **Recovery** and **Stabilization**. These phases include building out our

workforce development program to focus on growth fields such as health care administration, technology and virtual support; bolstering self-advocacy and social justice programming; and increasing the number of low-income women we can serve from across Boston.

COVID-19 and the calls for Social Justice ringing out across the nation have taught the world that disparities in health care and education for the women and children St. Mary's Center serves can no longer be ignored. **Education and employment for women on the margins of society is a priority for us**, and vital to helping them change the trajectory of their lives. The recently expanded **Workforce Development & Learning Resource Center** at St. Mary's Center provides access to comprehensive educational pathways and hard-skills development.

By offering our residents and other low-income women the opportunity to earn their HiSET/GED certifications, and begin post-secondary education – while gaining in-demand workforce skills - this program is a catalyst to economic stability and self-efficacy.



### **Workforce Development & Learning Resource Center: *Participant Look***

**Nicole** is a single mother on her own after her own mother passed away; up to that point, her mom was her only support system. Nicole started pursuing a GED and came to the Women's Learning Center at St. Mary's for help with math "–my hardest course," she says. Balancing jobs and childcare, she took six buses to get here. Nicole earned her GED, enrolled in and graduated from St. Mary's Workforce Development Program, and then enrolled in Roxbury Community College, majoring in Criminal Justice. She graduated from RCC in January with a 3.8 GPA, and intends to pursue a double major, Criminal Justice and Health and Human Services, at Northeastern University!

This year's Gala is dedicated to assisting the most vulnerable populations of Boston, low-income and homeless women, most of whom are people of color, in creating career pathways out of poverty.

**500+ vulnerable women and children rely on St. Mary's Center each year**, a number only expected to grow due to this global crisis. Through this partnership, sponsors will have the opportunity to help St. Mary's Center **change the trajectory of families most in need**; beyond the foundation of shelter, together we will provide educational and workforce development opportunities designed to yield sustaining livelihoods for Boston's most at-risk populations. St. Mary's Center is looking to extend to you the benefits of sponsorship to directly impact families in need throughout a year-long period, offering new beginnings to so many while receiving a special look into the impact that sponsorship truly makes for these families.

### **SPONSORS WILL LEAD WITH ST. MARY'S CENTER TO...**

- **Create career pathways for Boston's most vulnerable population** - minority women in poverty.
- **Collaborate with key partners like Boston Healthcare for the Homeless, Bunker Hill Community College and Mothers for Justice to provide recovery and long-term sustainability** for families impacted by the COVID-19 Pandemic.
- **Provide new opportunities in workforce development for those most impacted by COVID-19**, Boston's minorities.

- **Provide access to technology for our residents – a key tool to combat unemployment and poverty.**
- **Be part of the clinical response to COVID-19**, by supporting our collaboration with Boston’s leading universities to provide behavioral health services to those most traumatized by the pandemic.

With your sponsorship, St. Mary’s Center women will not only survive, **but THRIVE post COVID-19.**

## Sponsorship Tiers for Diamonds of Dorchester

Benefits of Sponsorship	Hope \$25,000	Marquis \$10,000	Princess \$5,000	Oval \$2,500
<b>FAMILY IMPACT</b>				
Sponsors women through graduation in the St. Mary’s Center workforce development and learning resource center	25 women	10 women	5 women	2 women
Supports families by providing critical supplies for six months	25 families	10 families	5 families	2 families
Sponsors educational parenting groups for pregnant and parenting teens for six months	25 women	10 women	5 women	2 women
Provides education supplies for children for one year	25 children	10 children	5 children	2 children
<b>ACCESS</b>				
Engagement in Workforce Development and Learning Resource Center as a guest speaker for participants	X			
Access to attend graduation events for education and employment programs	X	X		
Volunteer opportunity for your employees to work with our clients	X	X	X	

Access to the annual gala summary report detailing impact and return on investment.	X	X	X	X
<b>VISIBILITY</b>				
Recognition with logo on screen throughout the virtual event	Large	Medium		
Recognition in St. Mary's Center's quarterly newsletter to 7K+ individuals and organizations in our network.	Large	Medium	Small	
Recognition on event materials	Large logo	Medium logo	Small logo	Listing
Recognition with logo on the St. Mary's Center website as sponsor for 1 year.	Large	Medium	Small	Small, 6 months
Ad in our hard copy and electronic program book.	Full page	Full page	Half page	Quarter page
Written blog post with keywords and URL link of choice.	2 Blog posts (1 during gala, 1 post-gala)	2 Blog posts (1 pre-gala, 1 post-gala)		
Bi-Weekly Email Blast to 3K+ recipients.	Blog post featured + Every email blast: Thank you with link to URL (landing page) of choice	3 email blasts: Thank you with link to URL (landing page) of choice	2 email blasts: Thank you with link to URL (landing page) of choice	1 email blast: Thank you with link to URL (landing page) of choice
Recognition via Facebook (1,482 followers), LinkedIn (806 followers), Instagram (353 followers)	Blog post promoted via organic post	Blog post promoted via organic post	Thank you on weekly social media post	Thank you on weekly social media post