A YEAR OF GROWTH & LEARNING

2016 ANNUAL REPORT
SIF not only helped CMAA grow by providing opportunities to connect with supporters and funders, it also helped me realize my full potential as an organizational leader.

SOVANNA POUV, EXECUTIVE DIRECTOR, CAMBODIAN MUTUAL ASSISTANCE ASSOCIATION (CMAA)
Dear Friends of SIF,

It is with great pride that we present the Social Innovation Forum’s first annual report.

Over the past year, we have experienced the joys and challenges of being both a brand new organization and an organization with over a decade of history and accomplishments behind us. It has been a year of growth and learning—expanding our own capacity and finding new ways to continually improve our work to build a stronger, healthier, more equitable greater Boston.

Our approach is based on building connections among supporters (funders, investors, and volunteers) and practitioners (nonprofit and social business leaders) who share an interest in growing social impact. SIF is committed to facilitating and supporting this community, in essence a “marketplace,” where people exchange resources (time, money, expertise, and social capital) in order to create positive social change. We believe that through this marketplace, relationships develop, organizations grow, and impact can emerge at levels that would be otherwise impossible to achieve.

In the stories and among the data on the following pages, you’ll see the SIF marketplace in action—how together we have touched more than 250,000 lives in just the past year.

Our sincere thanks to all who have been a part of this exciting year. We look forward to sharing many more highlights of our collective efforts in the years ahead.

Sincerely,

Susan Musinsky
Executive Director

Ryan Dings
Chair, SIF Board of Directors
In July 2015, after 12 years as a program of Root Cause, the Social Innovation Forum spun off and incorporated as an independent nonprofit organization. Since SIF started in 2003, the program has grown from a volunteer-led initiative with a budget of $20,000 to a well-recognized and respected organization with eight dedicated staff and an annual budget of over $1 million.

LAYING THE FOUNDATION FOR SUCCESS

In our first year as an independent organization, the Social Innovation Forum has built a strong foundation for future success. We have put in place a dynamic board of directors, launched our website, socialinnovationforum.org, and, with the generous support of our Sustaining Partners, established a Growth Fund to provide critical support as we move into the next phase of our work.

Welcomed Sustaining Partners

Our Sustaining Partners are those who have given or pledged support of $20,000 per year for at least three years. These multi-year gifts provide critical support to SIF’s ongoing operations and we are grateful for their support.

Boston Open Impact • The Charlotte Foundation • The Devonshire Foundation
Highland Street Foundation • Tony and Susanah Howland • Margaret Stewart Lindsay Foundation
Andy and Suzanne Offit • Rands Foundation • Root Cause • Schrafft Charitable Trust
Mark and Marie Schwartz • Stifler Family Foundation

Launched our First Digital Platform

In December 2015 we launched WWW.SOCIALINNOVATIONFORUM.ORG and significantly expanded our social media presence.
THE SIF MODEL

The Social Innovation Forum (SIF) provides a unique combination of capacity building and network building to create positive social change in greater Boston. We actively connect supporters (funders, investors, and volunteers) and practitioners (nonprofit and social business leaders) to build productive relationships focused on growing social impact.

FINANCIAL SUMMARY

OPERATING REVENUE • $1,396,000

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporations</td>
<td>26%</td>
</tr>
<tr>
<td>Individuals</td>
<td>17%</td>
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<tr>
<td>Foundations</td>
<td>55%</td>
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<tr>
<td>In-kind</td>
<td>2%</td>
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REVENUE BY USE/PURPOSE

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Events</td>
<td>26%</td>
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<td>Programs</td>
<td>18%</td>
</tr>
<tr>
<td>Unrestricted Donations</td>
<td>9%</td>
</tr>
<tr>
<td>In-kind</td>
<td>45%</td>
</tr>
<tr>
<td>Grants</td>
<td>27%</td>
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</table>

EXPENSES • $1,338,000

<table>
<thead>
<tr>
<th>Expense</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>27%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>11%</td>
</tr>
<tr>
<td>General and Administration</td>
<td>10%</td>
</tr>
<tr>
<td>In-kind</td>
<td>52%</td>
</tr>
</tbody>
</table>

* Note: Does not include one-time expenses ($113,000) related to spin-off from Root Cause.
GROWING OUR COMMUNITY

SIF welcomed 14 new organizations into our portfolio—eight nonprofit organizations through our Social Innovator Accelerator and six for-profit businesses through our Social Business Accelerator. We hosted over 1,800 people at our 46 events and offered more than 200 opportunities for skilled volunteers to engage with our work.

SOCIAL INNOVATOR ACCELERATOR

We welcomed EIGHT NONPROFIT ORGANIZATIONS into our 2016 cohort following a rigorous, six-month selection process. These organizations completed the first phase of our training and consulting process and pitched to funders, business leaders, and others at the Social Innovator Showcase in May.

List of 2016 Innovators & Track Topics

⭐ **African Community Education**
Youth Development: Revitalizing Cities Beyond Boston

⭐ **Budget Buddies**
Overcoming Barriers to Education, Employment, and Economic Self-Sufficiency for Women and Girls

⭐ **Cambodian Mutual Assistance Association**
Revitalizing the City of Lowell through Community Leadership, Economic Opportunities, and Cultural Enrichment

⭐ **Dorchester Community Food Co-op**
Addressing Food Insecurity by Increasing Access to Healthy and Affordable Food

⭐ **Hale**
Utilizing Open Spaces and Natural Resources for Public Benefit

⭐ **Louis D. Brown Peace Institute**
Anything Goes: Innovative, Effective, and Sustainable Approaches to Our Region’s Toughest Social Issues

⭐ **MassCOSH**
Engaging, Educating, and Empowering Citizens in the Political Process

⭐ **SMART Team, a division of JRI**
Mental Health: Increasing Quality Care through Community-Based and Wraparound Services for Vulnerable Populations
In 2016 we offered **238 HIGHLY SKILLED VOLUNTEER ROLES**, filled by senior business and community leaders, experienced entrepreneurs, seasoned executive coaches, marketing experts, and others who provided support and feedback to our portfolio organizations and to the Social Innovation Forum.

2016 Impact Entrepreneurs and Industries

- **ClearGov**
  - **Civic Tech**

- **KinderLab Robotics**
  - **Robotics Education**

- **EnergySage**
  - **Clean Energy**

- **Plenoptika**
  - **Medtech**

- **PSM Clean Energy**
  - **Clean Energy**

- **WiCare**
  - **Medical Devices**

**SOCIAL BUSINESS ACCELERATOR**

**SIX MISSION-FOCUSED FOR-PROFIT BUSINESSES** completed our 12-week Social Business Accelerator, drawing on the support of 20 mentors. In April the six Impact Entrepreneurs pitched to a room of 129 investors and others interested in both financial and social returns.

**EVENTS**

SIF held **46 EVENTS** focused on bringing our community together for networking and learning and to showcase the exciting organizations in our portfolio.

**TOTAL EVENT ATTENDEES: 1,845**

**HIGHLIGHTS**
- March Social Issue Talk Series
- Social Innovator Showcase
- Impact Investing Showcase
- Winter Reception

**VOLUNTEERS**

In 2016 we offered **238 HIGHLY SKILLED VOLUNTEER ROLES**, filled by senior business and community leaders, experienced entrepreneurs, seasoned executive coaches, marketing experts, and others who provided support and feedback to our portfolio organizations and to the Social Innovation Forum.
**SIF BY THE NUMBERS**

**$24M**
To date, SIF has directed $24 million of cash and in-kind services to social impact organizations.

**250K**
Our nonprofit Social Innovator organizations touched more than 250,000 lives in 2016.

**$4M**
50% of impact-focused businesses in our Social Business Accelerator have since raised capital—total $4M.

**2X**
On average, our Innovators more than double their revenue four years after engaging with SIF.

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**99 PORTFOLIO ORGANIZATIONS**

**INNOVATOR AND ENTREPRENEUR SNAPSHOTS**

**2016 SOCIAL INNOVATOR**
**Louis D. Brown Peace Institute**
Following her pitch at the May Showcase, Executive Director Tina Chéry has helped her team customize and learn the powerful five-minute presentation so that they can more effectively share the Peace Institute’s work with others.

**2015 SOCIAL INNOVATOR**
**Mystic River Watershed Association (MyRWA)**
In the year and a half since its selection for the 2015 cohort, MyRWA has attracted new private and government support, growing its budget by 30%, and strengthening its efforts to transform the Mystic River Watershed into a vibrant, accessible, and healthy environment.

**2015 IMPACT ENTREPRENEUR**
**Cabbige**
In less than two years, Cabbige has grown to 100+ users, developed relationships with agricultural organizations across the Northeast, and raised a round of investment capital, with a number of investors connected through SIF participating.

**2010 SOCIAL INNOVATOR**
**Playworks Massachusetts**
Six years after Playworks was chosen as a Social Innovator, its relationship with SIF continues. As Playworks Massachusetts celebrated 10 years of success in 2016, the organization recognized SIF as one of 10 “Game Changers” who have supported and promoted the Playworks mission in Massachusetts.
COLLABORATING FOR IMPACT

In 2016 the Social Innovation Forum (SIF) helped bring together a unique funding collaborative committed to working together to improve the lives of women and girls.

A Women and Girls Funding Collaborative, 2016 Track Partner

In early 2015, SIF worked with the Anna B. Stearns Charitable Foundation to convene a group of funders to discuss potential partnerships. Neither SIF nor the Anna B. Stearns team knew what would emerge, but after several group conversations, a collaborative of five funders—the Anna B. Stearns Charitable Foundation, The Miriam Fund, The Story Exchange, United Way of Massachusetts Bay and Merrimack Valley, and Womenade Boston—came together to support a 2016 social issue track titled Overcoming Barriers to Education, Employment, and Economic Self-Sufficiency for Women and Girls.

Despite their shared commitment to the issue, the groups had yet to meet prior to this work with SIF. SIF facilitated a consensus approach to the process, guiding the collaborative as it defined its goals, reviewed applications, and ultimately selected one group, Budget Buddies, to be the Social Innovator for the track.

Budget Buddies 2016 Social Innovator

Among the 27 applicants on its track, Budget Buddies impressed A Women and Girls Funding Collaborative with its innovative approach to empowering low-income women through financial literacy education. Each woman is paired with a financial coach and attends hands-on, group learning sessions on budgeting, banking, credit, and setting financial goals. Survey results showed founders Anita Saville and Kathy Brough that they had a model that worked. They applied to SIF to gain the tools and resources they needed to expand.

As a 2016 Social Innovator, Budget Buddies has worked with a consultant, presentation advisors, two executive coaches, and several SIF in-kind partners, including Analysis Group (data analytics), Goodwin (legal), and Promus+ (fundraising), to build capacity, gain visibility, and expand its networks. Anita and Kathy report that meeting funders at SIF events has been crucial to accessing new grants and supporters.

Since being chosen as an Innovator, Budget Buddies has expanded its programming sites by 50% and recently released its 2020 Vision Challenge, with a goal to reach 20 core programs and 20 affiliate programs by the year 2020.

“SIF had the framework in place to move the group through the evaluation process. We learned a tremendous amount—both from the SIF process and from one another—and worked together to determine which organization could have the biggest social impact.”

CINDY RUBIN
Director of The Miriam Fund
LEARNING & LOOKING AHEAD

Last year we experimented with new program offerings and iterated on existing ones, collected feedback, and reflected on our successes and challenges. We also had opportunities to share our work beyond our community and engage colleagues locally, nationally, and internationally in conversations around innovation and impact.

NEW PROGRAM: SIF BOOT CAMP PILOT

In order to serve more organizations, SIF partnered with the Schrafft Charitable Trust to pilot a nine-week “Boot Camp” program. Eight nonprofits working in the field of environmental sustainability participated in weekly workshops and one-on-one mentoring with coaches recruited from SIF’s network of supporters. More than 90 people gathered at District Hall to hear the Boot Camp participants present their work at the program’s conclusion.

2016 Boot Camp Participants

- Boston Area Gleaners
- Change is Simple
- Food for Free
- Friends of the Middlesex Fells Reservation
- Healthy Waltham
- MassRecycle
- New Entry Sustainable Farming Project
- Regional Environmental Council

SHARING OUR WORK WITH OTHERS

SIF hosted visitors from Florida, Japan, Russia, and Thailand.

Strategic Partnerships Manager Anna Trieschmann presented at the “SOCIAL INNOVATION FOR SOCIAL ENTERPRISE” seminar at Srinakharinwirot University in Bangkok, Thailand, in May 2016.

SIF Executive Director Susan Musinsky served on the host committee and led a session at the CLASSY COLLABORATIVE, AN INTERNATIONAL SOCIAL SECTOR CONFERENCE that made its East Coast debut in June 2016.

SIF was among fifteen thought leaders, industry analysts, and managers of global and local organizations invited to contribute a chapter to MANAGING FOR SOCIAL IMPACT, a book that presents research and practitioner perspectives on social innovation. Edited by Mary Cronin and Tiziana Dearing of Boston College, the book will be released in early 2017.
INSIGHTS INTO IMPACT INVESTING

Over the past four years, SIF has brought together a community around social impact businesses in greater Boston. Through our Social Business Accelerator, SIF has supported four cohorts of entrepreneurs, offering them access to mentors and connecting them to investors seeking both financial and social returns. The field of impact investing is still quite fragmented and early-stage, and challenges remain for both entrepreneurs and investors. In 2016 we commissioned a special report in order to understand the effectiveness of our model and help us continue to refine our approach. Below are some highlights from the report, due out in January 2017.

**What we've accomplished through our Social Business Accelerator:**

- Supported 24 social impact businesses, 100% of which are still operating.
- Engaged more than 50 mentors from business and industry.
- Helped companies raise $4 million in investment capital—$700,000 of which came through SIF connections.

**What we've learned:**

- It’s clear that the SIF model can be adapted to support for-profit social businesses.
- As people manage the complexities of adapting traditional approaches to this field, it will require extra effort to bring investors and businesses together.
- Measuring the social impact of for-profit businesses is a challenging, yet critical, task.

**What’s next:**

- We will continue to build and adapt our model while seeking partnerships with others working in the field.
- Knowing that this work is challenging and emerging over time, we will take a long-term approach as we connect and support investors and entrepreneurs.

“Impact investing is an important area for Boston to grow into. The Social Innovation Forum is at an early stage but has already offered a significant opportunity for businesses, investors, and others who want to play a role in impact investing.”

**BEN CHIGIER**

*Entrepreneur, Investor, and SIF Lead Mentor*
The Social Innovation Forum is grateful to our community of supporters and investors who have generously given their time, talent, and resources to support our work over the fiscal year (July 1, 2015–June 30, 2016).*

**INVESTORS & SUPPORTERS**

**FY 2016**

**2016 TRACK PARTNERS**
- Amelia Peabody Foundation
- Bess Foundation
- Boston Open Impact
- Michael Carmen and Pam Lederer
- Jeff and Kim Kushner
- Andy and Suzanne Offit
- Bob and Amy Randis
- Steve and Ellen Segal
- Howard and Candice Wolk
- Cabot Family Charitable Trust
- Fish Family Foundation
- Greater Lowell Community Foundation
- Highland Street Foundation
- Theodore Edson Parker Foundation
- A Women & Girls Funding Collaborative
- Anna B. Stearns Charitable Foundation
- The Miriam Fund
- The Story Exchange
- United Way of Massachusetts Bay and Merrimack Valley
- Womenade Boston

**IMPACT INVESTING PARTNER**
- The Devonshire Foundation

**LEAD SPONSORS**
- $50,000+
  - The Devonshire Foundation
  - Margaret Stewart Lindsay Foundation
  - Schrafft Charitable Trust
  - The Trustees’ Philanthropy Fund of Fidelity Charitable

**LEAD BENEFACORS**
- $20,000–$49,999
  - The Boston Foundation
  - The Charlotte Foundation
  - Tony and Susanah Howland
  - Andy and Suzanne Offit
  - Root Cause
  - Mark and Marie Schwartz

**LEAD ANGELS**
- $10,000–$19,999
  - Anonymous (2)
  - Michael Carmen and Pam Lederer
  - Frieze Family Foundation

**ANGELS**
- $5,000–$9,999
  - Anonymous
  - Marvin and Betty Borman Foundation
  - John Conley
  - Eastern Bank Charitable Foundation
  - Forest Foundation
  - Jordan and Julie Hitch
  - John Hancock
  - Jordan and Jean Krasnow
  - Microsoft Corporation
  - Nutter, McClennen & Fish LLP
  - Stifler Family Foundation

**CONTRIBUTING**
- $1,000–$4,999
  - AAFCPAs
  - Jeff Alexander and Jocelyn Bailin
  - Change Logic
  - Ryan Dings and Kate Rigby
  - Stephanie Dodson Cornell and James Cornell Family Foundation
  - Matthew and Rachel Doeringer
  - Jonathan Hecht and Lora Sabin
  - David Howse
  - Jeff and Kim Kushner
  - Rand’s Foundation
  - Mike and Peggy Stevens
  - Hugh Taylor
  - Andrew Wolk and Jodi Lief Wolk

**SUPPORTING GIFTS**
- UP TO $999
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  - Maria Arabatzis
  - Pamela and Jesse Baker
  - Katie and Bruce Barnett
  - Traci and Jeff Bernier
  - Ryan and Tracy Boland
  - Anne Marie Boursiquot King
  - Alberto Calvo
  - Laurence Chait
  - Helen Chin Schlichte

**IN-KIND PARTNERS**
- Analysis Group, Inc
- Ariel Group
- DPA Communications
- Echo & Co.
- Edgework Consulting
- Goodwin
- Microsoft Corporation
- Nonprofit Professionals Advisory Group
- Opus Design
- Pinnacle Leadership Center
- Promus+ Consulting
- William James College

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*Please visit our website for the most up-to-date list of supporters.*
Social Innovator Accelerator

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Social Business Accelerator

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Pilot Boot Camp Program

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SIF Team

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Katie Barnett, Associate Director | Melissa Duggan, Senior Manager, Development & Communications | Dana Gingras, College for Social Innovation Fellow | Aditi Giri, Program Fellow | Allison Hajjar, MSW Intern | Tanya Inwald, Lead Consultant | Susan Musinsky, Executive Director | Carolyn Shaughnessy, Senior Manager, Social Impact Community | Anna Trieschmann, Manager of Strategic Partnerships | Diana Vasquez, Development & Events Coordinator

“As a funder, John Hancock supports SIF because the organization does an exceptional job at convening stakeholders of all types around issue areas in a constructive and meaningful way. As an evaluator, I sat with lawyers with deep child advocacy backgrounds. As a presentation advisor, I spent time with a nonprofit leader seeking to hone his messaging to others not as close to the front lines of the social sector. The richness and cross-section of perspectives has made each interaction rewarding and unique.”

YASMIN CRUZ
Senior Manager, Corporate Responsibility, John Hancock

12 | SOCIAL INNOVATION FORUM
PORTFOLIO ORGANIZATIONS

Social Innovators

2016  African Community Education (ACE)  ReVision Urban Farm, a program of Victory Programs  True Colors: Out Youth Theater, a program of The Theater Offensive  United Teen Equity Center (UTECE)
Budget Buddies
Cambodian Mutual Assistance Association (CMAA)
Dorchester Community Food Co-op
Hale
Louis D. Brown Peace Institute
MassCOSH
SMART Team, a division of JRI

2015  Catie’s Closet
Company One Theatre
Courageous Parents Network
Massachusetts Public Health Association
Mystic River Watershed Association
Transformative Culture Project (formerly Press Pass TV)
Waypoint Adventure

2014  Coaching for Change
Doc Wayne Youth Services, Inc.
Mill City Grows
Silver Lining Mentoring
Veterans Legal Services

2013  AgeWell West Roxbury
GRLZradio
Groundwork Lawrence
Safe City Academy, a program of Dorchester Youth Collaborative
Shelter Music Boston

2012  Cooking Matters, a program of Share Our Strength
InnerCity Weightlifting
LGBT Aging Project
Science Club for Girls
Tempo Young Adult Resource Center, a program of WAYSide Youth & Family Support Network
WorkExpress, a program of Father Bill’s & MainSpring

Impact Entrepreneurs

2016  ClearGov
EnergySage
KinderLab Robotics
PlenOptika
PSM Clean Energy
WiCare

2015  Agora for Good
Cabbige
Custom Camisas
Daily General Counsel
DrivenData
Fresh Food Generation
Jubali
Memory-Lane.Tv

2014  A Little Easier Recovery
Artisan’s Asylum
ChopChopKids
Janji
Life Alive
Refleece

2013  City Feed and Supply
Green City Growers
GRIT (Global Research Innovation & Technology)
Project RePat

2009  Bessie Tartt Wilson Initiative for Children
Hearth, Inc.
Maritime Apprentice Program
More Than Words
Raw Art Works
uAspire

2008  CitySprouts
Cradles to Crayons
Girls’ LEAP

2007  Boston Urban Youth Foundation
Building Impact
Incarcerated Youth at Play, a program of the Actors’ Shakespeare Project
Strong Women, Strong Girls

2006  Boston Black Women’s Health Institute
Tacos Unidos ( project of Roca)
Treehouse Boston
WriteBoston
Zumix, Inc.

2004  Boston Children’s Chorus
Boston Health Care and Research Training Institute
Close to Home
Common Impact
Rediscovery House
VietAID (Vietnamese American Initiative for Development)

2003  ACT Roxbury/Madison Park Development Corporation
Boston Learning Center
Eagle Eye Institute
Haley House
Social Capital Inc.
Year Up

2002  Fiscal Health Vital Signs (Dotwell)
Future Chefs
Massachusetts Senior Action Council
MathPOWER
Smart from the Start

2010  Generations Incorporated
Home & Healthy for Good, a program of the Massachusetts Housing & Shelter Alliance
Medicine Wheel Productions
My Life My Choice, a program of Justice Resource Institute
Playworks MA
Workforce Development & Employer Partnerships, a program of Project Hope

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