



Communication and Media Guidelines for Funded Partners

Boston Children's is thrilled to support your organization with funding through the [Route 128 Community Health Initiative](#) program.

We will use several communication channels to share the news including on our external website, in email newsletters, social media platforms, and other events such as webinars. We will also update employees using our internal website, a mobile app, and email announcements.

The following guidelines are for your organization to consider if you choose to communicate about the funding from Boston Children's.

Please contact Jennifer Fine, Senior Manager for Communications in the Office of Community Health, at Jennifer.fine@childrens.harvard.edu if you have any questions.

Grant Naming and Recognition

- The funding is from the [Boston Children's Route 128 Community Health Initiative](#) program. You may also refer to the funding as from Boston Children's or the Route 128 Community Health Initiative.
- Boston Children's will refer to organizations that receive funding as "funded partners." Your organization may use this term as well.
- A funded partner badge has been developed with the naming and Boston Children's logo. Your organization can use this on social media, websites, and in presentations. [You can access and download here](#). Additional communication materials or information might be added to this link in the future. **This link is for funded partner use only.**

Press Releases

- Funded partners can send a press release to media contacts to announce the funding from Boston Children's Route 128 Community Health Initiative. Sending to your local neighborhood media contacts is highly encouraged.
- See example on page 2 with some text and approved quotes. Feel free to customize.
- Important: Draft press releases must be sent to Jennifer.Fine@childrens.harvard.edu in advance. The Boston Children's media team needs to review and approve. Please allow 3 – 5 business days for approval.

Social Media

- Be sure to follow and tag Boston Children's Hospital's corporate [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) pages.
- When posting about the grant or funded program, remember to tag Boston Children's.
- Sample text is below. Feel free to customize.
- Let us know if you want Boston Children's to like or respond to a post on your social media channel. We will alert our social media team.

Print, Email and Web stories

- Remember to include the announcement and any updates in other publications or channels that your organization produces. This includes any email newsletters and stories posted to your website.

Reporting and Sharing Your Stories with Boston Children's

- You will be asked to provide a communication update with UMass Donahue Institute at the mid-year point and at the end of the year. This can include photos, stories, publications, flyers, webinar recordings, podcasts, web pages or websites, social media or earned media clips, etc. Whatever you want to share with us!

Press Release Suggested Copy

[Organization] receives funding from the Boston Children's Route 128 Community Health Initiative

[City], MA. [DATE] [Organization] has received [\$ amount] from Boston Children's Hospital as part of the hospital's Route 128 Community Health Initiative. The funding is designed to help advance the health and well-being of children and families

[Summary of the project, who will be served, overall goal or anticipated impact.]

The grant to [Organization] is part of Boston Children's total commitment of \$15.1M over the next seven years (2023-2029) to aid community organizations and agencies in their efforts to support underserved children, youth, and families in the communities of Brockton, Framingham, Needham, Quincy, Randolph, Waltham, and Weymouth. An initial \$7.7M has been distributed to funded partners for use over the next three to four years and is focused on two key areas - **Mental Health and Well Being** and **Flourishing Families**.

[Include quote from your organization's president, executive director or board member about the impact this grant will have on the organization.]

Approved Quote from Boston Children's

"We are so pleased to broaden our community health commitment even further to children and families outside of Boston. Through the Boston Children's Route 128 Community Health Initiative, we will support organizations that are addressing the mental and behavioral health concerns of children and youth, as well as ensure that parents and caregivers have the capacity to build a strong future for their families," says Shari

Nethersole, MD, Vice President for Community Health and Engagement. “The hospital has long recognized that one of the best ways for us to make a difference is to partner with others in the community. This is now an incredible opportunity for us to encourage collaboration and strengthen the connections between these organizations. We hope this funding will promote partnerships, allow them to grow in new ways, and create an even stronger network of support for children and families.”

Social Media/Suggested Copy

We are proud to announce that we have been selected as a funded partner through [Boston Children’s Route 128 Communities](#)! [Organization] will receive [\$xxx] to support our efforts to [add detail about the funded project here] @BostonChildrens

We are excited to announce that as a new #bchfundedpartner, we will be supporting efforts to improve the health of families and children in [community]. Thank you to @BostonChildrens for this funding through the [Route 128 Community Health Initiative](#).