

WGBH COMMUNITY BENEFITS REPORT

February 2017

Donations and In-Kind Contributions

WGBH is an active and involved member of the Boston community. We regularly serve as a media sponsor for a wide range of events that build support and visibility for fellow Boston institutions. Donations of WGBH goods (DVDs, books) and opportunities (behind-the-scenes tapings, tours) are a popular item at fundraisers across the city, such as the Oak Square Library auction. We've donated computers, books, and equipment to area schools. And our public-spirited leadership and employees volunteer their time locally, and serve on the boards of numerous Boston organizations.

Facility Donations

- WGBH provides the use of its Calderwood Studio, Yawkey Atrium and 200 seat Theater for the use of City, neighborhood, community, and non-profit groups, reducing or outright waiving the costs. Jeanne Hopkins, WGBH Vice President for Communications and Government Relations, serves on the Brighton Board of Trade and on the board of the Presentation School Foundation Community Center, and regularly hosts meetings.

WGBH provided the use of its facilities for these groups, absorbing the costs as donations:

- Massachusetts School Library Association Day of Learning **\$3,500**
- Massachusetts Coalition for the Homeless event **\$2,000**
- Massachusetts Department of Transportation public meeting for Allston Brighton toll removals de-construction **\$5,000**
- Boston City Councilor, Mayor's Neighborhood Services and other local groups public meeting on resident parking **\$2,000**
- Boston Children's Theater event **\$5,000**

Scholarship

- WGBH established a scholarship two decades ago in memory of David Kuhn, a long-time WGBH producer and journalist. Each year WGBH donates a **\$1,000** scholarship to Brighton High School, awarded to a student interested in pursuing studies in communications.

Career Exploration

- WGBH partners with the Boston Public Schools and the Boston Private Industry Council to allow students to observe daily work activities, gain awareness of different job opportunities, and understand the importance of education in a person's career. WGBH hosted a Job Shadow Day on March 11, welcoming students from a variety of BPS high schools, to spend the morning with 20 WGBH staff members. Students participated in a brief orientation and tour, then shadowed employees from various WGBH departments and roles, followed by lunch. Staff time donated, **\$1,000**.

Hands-on Support

- WGBH once again supported the annual fundraiser for the Faneuil Branch of the Boston Public Library in Brighton's Oak Square with a basket of DVDs and goods valued at **\$100**.
- For nearly 20 years, children in seven Allston-Brighton elementary schools have benefited from WGBH's annual employee toy drive—an outpouring of gifts and cash (this year, **\$3,500**) that brightens the lives of neighborhood families and provides the schools with clothes, first-aid materials, and classroom supplies.
- Donations were made to events supporting these local civic and City events:
 - Asian Community Development Corporation, Chinatown (**\$500**)
 - Boston Parks & Recreation Department Rose Garden Party (**\$150**)
 - Brighton Main Streets Annual event (**\$500**)

WGBH Education Department Outreach

WGBH Education leverages our many award-winning productions and key strategic partners to bring educational content and engagement to students and educators,

both inside and outside of the classroom, and to parents, librarians, and youth leaders throughout the communities we serve. Two highlights from 2016:

- With funding from the Krueger Charitable Foundation, WGBH teamed up with the Massachusetts Campaign for Grade Level Reading to bring some 2,000 new books, engaging activities, and family celebrations to at-risk families throughout Boston. As part of the same grant, WGBH also provided every in-coming kindergarten student in Boston with a new picture book, donating more than 5,000 in all. The total value of this book donation was **\$21,000**.
- To celebrate the official launch of **Design Squad Global**, an initiative that connects kids with their peers from around the world through collaborative engineering projects, WGBH partnered with various after-school programs in the Greater Boston area to host hands-on engineering activity with kids for the first ever Global Day of the Engineer. Over 200 youth from YMCAs, a Science Club for Girls, and the Big Brothers and Big Sisters Mentoring Program participated in *Seismic Shake-Up*, an engineering activity that challenges kids to design structures that can survive an earthquake. The activity introduces engineering as a career field with global significance, one that has the capacity to impact the world and save lives. Our participation cost **\$1,200**.

Digital Mural

WGBH continued to reflect the civic life of Boston on the 40 x 80ft Digital Mural built into our studios for the community and visitors to enjoy each day. We featured more than 20 days of images highlighting notable local events, including the City's One Boston Day, the Northern Avenue Bridge work, the return of the Swan Boats to the Public Garden, and the 300th anniversary of Boston Light, among others. Staffing and operation cost: **\$20,000**.

INSTITUTION NAME:

WGBH Educational Foundation

FINANCIAL YEAR:

FY2017

Program Name	Brief Program Description	Amount (\$)	Cash, In-Kind, or Both ¹	1-time or Ongoing ²	Who is Served ³	Program Initiator ⁴	Partners
Boston Kids & Family Channel	Broadcast programs for children and families	\$419,907	In-kind services	Ongoing	Boston children and families	Mayor/WGBH	
Brighton High School scholarship	WGBH gives a \$1,000 scholarship to graduating student interested in communications	\$1,000	Cash	Ongoing	Boston student	WGBH	Brighton High School
Facility donations	WGBH donated event space to local organizations and waived standard rental fees	\$17,500	In-kind services	Ongoing	Boston area organizations	WGBH	Various Boston Non-profits
Digital mural donation	WGBH donated highly visible digital mural to promote signature events of local non-profits	\$20,000	In-kind services	Ongoing	Boston area organizations	WGBH	Various Boston Non-profits
Various local charity donations	Donations to causes of various non-profits	\$1,500	Cash	Ongoing	Boston non-profits	WGBH	Various Boston Non-profits
Materials donated to Boston-based organizations	Donations to causes of various non-profits	\$22,200	In-kind services	Ongoing	Boston children	WGBH	Various Boston Non-profits

¹Does the institution's support for the program include a cash outlay, non-cash contributions (ex: use of property, equipment, supplies, etc), or a mixture of the two? If a mixture, please provide the approximate % of cash vs. in-kind.

²Is the program a one-time expenditure by the institution or is it part of multi-year commitment? If multi-year, please indicate the length of the commitment.

³Who is the target beneficiary of the program (ex: Boston youths with asthma)? Please be specific.

⁴Who started the program (i.e. institution, Mayor, Police Commissioner, School Superintendent, etc)? Please be specific.