LEADERSHIP AWARDS SERIES

#COMMUNITYTOGETHER
North Shore CDC 2020 Leadership Awards Series
October 19th - November 18th, 2020

HISTORY
The Annual Dinner and Auction is our annual fundraising event which historically hosts over 300 guests in the beautiful Peabody Essex Museum located in Salem, Massachusetts. This event brings awareness to issues of homelessness, income inequality, and affordable housing in our community. Concurrently, the auction develops a deeper capacity for North Shore CDC to raise funds, increasing its support for low-income families. This annual event provides North Shore CDC the opportunity to celebrate our many successes throughout the year while giving thanks to the people who have helped us fulfill our mission by giving out five awards.

The Leadership Awards have been an important part of North Shore CDC’s Annual Dinner and Auction since 2011, providing us with the opportunity to recognize individuals and organizations who’ve made a substantial impact within our organization and the community at large.

THE AWARDS

BEDROCK OF SUPPORT
Affordable Housing

This award distinguishes an organization’s outstanding service and support of North Shore CDC. With this award we express gratitude for an organization’s unique contribution of time, talent, and financial support that continually advance our mission. Awardee: United Way of Massachusetts Bay and Merrimack Valley

COMMUNITY HERO
Advocacy

This award recognizes an individual/organization’s exceptional commitment to the field of community development through their tireless public service and advocacy. By advocating for positive policy change and expansion, this individual/organization has single-handedly worked for the greater good of our communities. Awardee: League of Women Voters

COMMUNITY PARTNER
Resident + Small Business Engagement

This award exemplifies the meaning of partnership and commitment to the community. An organization or individual serves as a model for collaboration in acting as a bridge between North Shore CDC and the communities we serve. Awardees: Salem State University School of Social Work + Merrimack College

OUTSTANDING VOLUNTEER
YouthBuild + Public Art

This award recognizes an individual’s time, effort, and service to work towards the betterment of our mission. When “someone’s gotta do it,” they’re always ready to act. Awardee: Katherine Castillo

CHANGE AGENT
Youth Homelessness

This award recognizes an individual or organization’s outstanding leadership in their neighborhood that serves as a model of excellence. Their guiding strength and ability to rise above commonality, not only betters North Shore CDC’s work but enhances the work of those in their presence. Awardee: Lynn Housing Authority

ABOUT NORTH SHORE CDC
North Shore Community Development Coalition’s mission is to invest in neighborhoods to create thriving communities. Founded in 1978, NSCDC is based in Salem’s Point neighborhood. The Point is our incubator for new projects and programs. It is the place where we have the deepest relationships and the longest history. It’s also our testing ground for initiatives that we then implement in other communities. Many of the programs we offer in Salem serve people from other towns in Essex County, including: Beverly, Lynn, Peabody, Gloucester, and Merrimac. North Shore CDC seeks to align its real estate investments, programmatic offerings, and advocacy efforts for maximum impact. Its work consists of the following categories:

- Affordable Housing + Real Estate Development
- Community Engagement + Family Success Program
- Youth Development
- Small Business Technical Assistance
- Art + Design
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Typically, in the fall North Shore CDC hosts an Annual Dinner and Auction where we celebrate the important work we do and recognize the individuals and organizations who’ve made a substantial impact within our organization and the community at large by giving out five awards. Given the new normal, we decided to do something a little more innovative by taking the best part of the annual event and transforming it into a series of virtual lunchtime Conversations to celebrate our awards winners, programs, and their impact.

The four-week series will be comprised of dynamic and compelling stories told through our 2020 Leadership Awards Series launching October 19th and ending the week of November 16th. Each week, we will be featuring a video that shares the story of North Shore CDC along with a 30 minute live virtual “Conversation with North Shore CDC” via Zoom to announce and celebrate each award winner and also celebrate the programs of North Shore CDC. We have been supported by so many individuals and corporations in our community this year and we are looking forward to this special series to thank those that have shown outstanding support in an ongoing time of crisis.

In the absence of this year’s Dinner and Auction, your support for the North Shore CDC will be more critical than ever before. Thank you for believing in the mission of the North Shore CDC. Please help us meet our goal of raising $150,000 through the Leadership Awards Series.

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<th>Sponsorship Level</th>
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| Presenting Sponsor | • Sponsorship of all 5 Awards (Bedrock of Support, Housing Hero, Community Partner, Outstanding Volunteer, and Change Agent) or Sponsorship of all 4 “Conversations with the North Shore CDC”  
• Exclusive “Presenting Sponsor” and exclusive in the industry category  
• Logo on event website, videos, marketing materials, and conversation series invitations 
• Extensive marketing promotion via NSCDC social media channels, website, e-newsletters, invitations  
• Opportunity to share a video message and/or speak during the Conversations for 2–3 minutes |
| Diamond Sponsor   | • Sponsorship of 2 Awards or 2 “Conversations with the North Shore CDC”  
• Logo on event website, awards videos and conversation series invitations and selecting marketing materials  
• Marketing promotion via NSCDC social media channels, website, e-newsletters, invitations  
• Live mention by CEO during the “Conversations” |
| Gold Sponsor      | • Sponsorship of 1 Award or 1 Conversation  
• Logo on event website and select marketing materials  
• Marketing promotion via NSCDC social media channels, website, e-newsletters, invitations |
| Silver Sponsor    | • Company name on event website and select marketing materials  
• Marketing promotion via NSCDC social media channels, website, e-newsletters invitations |
| Bronze            | • Company name on event website and select marketing materials |

Presenting Sponsor $20,000  
Diamond Sponsor $10,000  
Gold Sponsor $5,000  
Silver Sponsor $2,500  
Bronze $1,000
North Shore Community Development Coalition (North Shore CDC) invests in neighborhoods to create thriving communities. We envision a North Shore where every neighborhood is one of choice and opportunity.

Founded in 1978 as a community organizing initiative in Salem’s Point neighborhood, North Shore CDC evolved to focus on affordable housing when federal regulations changed in the 1980s. We have continued to evolve over the decades, meeting needs of the community as they emerge, including youth and workforce development, as well as basic needs programming.

**Affordable Housing + Real Estate Development:** North Shore CDC provides over 400 homes for low-income families and individuals in Salem, Beverly, Gloucester and Merrimac.

**Resident Engagement:** The community engagement team focuses primarily on civic engagement and resident engagement of the families living in our housing. This team works closely with all of our programs—recruiting young people to participate in YouthBuild, doing outreach to neighbors when creating new affordable housing projects and running North Shore CDC’s community center, Espacio, with an array of program partners providing free services to low-income people. They provide individualized case management support, including: housing and employment searches; rental, utility, food, and benefit assistance; citizenship and legal status; and other areas of identified need.

**Youth Development:** North Shore CDC runs YouthBuild, a full-time workforce and leadership development program serving low-income, opportunity youth (ages 16–24). Of the time allotted in this program, 50 percent is focused on the students completing their high school equivalency; 40 percent is focused on workforce training in the fields of construction, customer service, or medical (Certified Nursing Assistant, or CNA) training; and 10 percent is focused on community service. The YouthBuild staff works with students and graduates on job placement and/or continuing education after they complete the program.

**Family Success Program:** The community-engagement staff also run the community center, Espacio, located in the Point neighborhood. Espacio provides space, outreach, and enrollment services for other organizations. North Shore CDC’s model is to identify great programs and ensure that they are readily available to the people who need them most. The free classes and workshops offered include English as a Second Language, citizenship, tax preparation, financial literacy and one-on-one coaching/case management. We also offer a biweekly food pantry. Espacio is also open to the public, for various family parties, neighborhood meetings, and a variety of community events.

**Art + Design:** North Shore CDC’s signature program in placemaking is the Punto Urban Art Museum, a social justice public art program created in 2017 to reduce the stigma directed at the Point neighborhood and to bring opportunities to its residents and business owners. The open air museum hosts over 85 murals by international and local artists.

**Small Business Technical Assistance Program:** North Shore CDC provides small business owners, entrepreneurs, and individuals looking to launch a business with technical assistance to begin to plan and reach their business goals. Working with primarily immigrant-, women- and minority-owned businesses, the Small Business staff offer technical assistance on marketing, financial analysis, customer analysis, digitization, funding resources, time management, and much more. These services also include industry-specific workshops, trainings, and focus groups.