Community Outreach Report— May 2017

The list below is a partial representation of community outreach activities designed to support diversity & inclusion and foster stronger relationships within our communities.

Leadership and Honors

- Bob Rivers, Chairman and CEO, was honored with the Navy SEAL Special Warfare Operator Chief Petty Officer Kevin A. Houston Award at the Massachusetts Fallen Heroes’ 7th Annual Memorial Dinner. The award is presented to individuals with a strong service commitment to Veterans and their Families.
- Quincy Miller, President, participated in Get Konnected’s 2nd Annual Speed Mentoring Session with Boston’s Top C-Level Executives. Get Konnected is a bi-monthly networking event series that brings together professionals, business executives, and entrepreneurs from various cultures.
- Nancy Stager, EVP Human Resources, was recognized by the Massachusetts Workforce Investment Board Association at its Annual Summit for her service and leadership to the WIB Association. The MA Workforce Board facilitates relationships between business and industry allocating federal and state workforce development resources to best serve job seekers and employers.
- Eastern was honored by the Commonwealth of Massachusetts Asian American Commission (AAC) with the Leadership for Diversity and Inclusion Award at the 11th Annual Unity Dinner.

Small Business Month

- In celebration of Small Business Month, the Business Banking division collaborated with Retail, Wealth Management, Community Development Lending, and Eastern Insurance Group to participate in over 50 events throughout our footprint. A few examples include:
  - Customer appreciation activities were hosted in conjunction with Chambers of Commerce across our footprint. Additionally, Retail Branches across all regions held after-hour events to thank business customers for their continued partnership.
  - The Asian American Professional Employee Collective hosted the 2nd Annual Asian Small Business Expo. The employee network partnered with the Asian American Commission of Massachusetts and the National Asian Business Chamber of Commerce to celebrate the Asian small business community of Massachusetts.
  - Eastern hosted the 1st Annual Business is Good Awards. John Barros, Chief of Economic Development for the city of Boston was the guest speaker. Three community businesses were recognized for DOING GOOD BUSINESS in the community: Janey Construction, United Housing Management and Tropical Foods.
  - Partnered with Newton–Needham Regional Chamber of Commerce to host a Small Business Green Awards Breakfast. Massachusetts Governor Charlie Baker was the keynote speaker.
  - Eastern partnered with the City of Cambridge and Mayor Denise Simmons to host a Business Networking Event at the Le Meridian Cambridge. This event honored local Cambridge business owners and their commitment to the Cambridge community.
  - Partnered with South Eastern Economic Development Corporation (SEED) to conduct a workshop for small business owners. SEED focuses on job creation by financing small businesses in Massachusetts and Rhode Island.
  - Laura Kurzrok, Executive Director Charitable Foundation, was the featured speaker at the Small Business Month event at the Coolidge Corner branch. The discussion focused on corporate social responsibility.
  - Eastern and Manomet, a non-profit organization focused on environmental sustainability, hosted the 1st Annual Business Sustainability Student Competition at the Harvard Club. Nancy Stager spoke at the event, and Quincy Miller was a judge for the Finalists.

Community Partnerships and Volunteerism
• Bob Rivers, Chairman & CEO, served as a guest speaker for Year Up. Year Up provides low-income young adults with skills, experience, and support by providing professional career and higher education opportunities.
• In partnership with the Community Economic Development Assistance Corporation (CEDAC), Eastern provided acquisition financing for a 52-unit affordable housing preservation project in the Fenway neighborhood.
• Eastern participated in a loan package with Cambridge Savings Bank to provide financing to the South Coast Marketplace project, which is a key revitalization project for the City of Fall River.
• Eastern partnered with Lawrence CommunityWorks to prepare a grant proposal from the National Council for La Raza for Latinos in Finance. CommunityWorks was awarded a one year grant to provide training for bilingual entry level positions in finance.
• Tye Graham, SVP HR Business Partnerships, participated in a panel organized by Colette Phillips, CEO Get Konnected and the Israeli Consul to Boston. The panel discussed Diversity and Inclusion best practices for the benefit of Olim Beyahad, an Israeli organization working to integrate Ethiopian Israeli University graduates to the forefront of corporate Israel.
• 4th Annual Heart of Eastern Employee Network spring volunteer events:
  o Healing Abuse Working for Change (HAWC) – Eastern employees walked to raise awareness and funds for this organization which advocates for victims of domestic violence.
  o Coalition for the Homeless in Lynn – Sorted and bundled books to support individuals transitioning from homelessness to permanent housing.
  o Victory Program ReVision Urban Farm – Helped prepare the fields that provide affordable, nutritious food to those less fortunate.
  o ARC of the South Shore – Performed maintenance and landscaping at a residential home.
  o Community Servings – Prepared meals to benefit those who are homebound and living with critical illnesses.
• Eastern employees conducted Financial Literacy classes focused on banking, credit, and home buying for the following organizations:
  o Lilla Frederick Pilot Middle School. A parent/student weekend program was offered to engage families in conversations around financial responsibility. Topics included budgeting, saving, and credit. The topics were facilitated in Spanish.
  o Family Acre Family Child Care. Helps women build licensed, home-based family child care businesses while providing community-based child care to the families of Lowell.
  o Megan’s House. A substance abuse treatment program.

Events and Sponsorship
• Nancy Stager served on the host committee for the “Professionals for Transgender Rights” event, in support of the Massachusetts Transgender Political Coalition. Congressman Joe Kennedy was recognized at the event as a champion for the protection of civil rights for people who are Transgender.
• United Way’s Annual Spring Fling benefiting Summer Experiences in Greater Lowell (SEGL). SEGL provides young people with opportunities during the summer months in the areas of learning, enrichment, and employment.
• Life Links Kentucky Derby Fundraiser. This organization provides a wide variety of programs and support for adults and children with developmental and intellectual disabilities.
• Birthday Wishes’ Donor Appreciation Event. Provides homeless children and their families with the joy of a birthday party.
• Merrimack Valley Food Bank Annual Grape Expectations Annual Fundraiser. Raises money for hunger relief programs.
• YWCA Women of the Year Gala. The YWCA is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity.
• Boston’s Valedictorian Luncheon. The luncheon honored each of Boston’s High Schools valedictorians.
• Project LEARN (Lowell Educational Alliance Resource Network) Book Nook. Develops programs that prepare students with the skills and innovative thinking they need to succeed.
• Lena Park Community Development Corporation Coming Home Annual Event. Offers a variety of resources to meet the needs of families.
• New Horizons Soup Kitchen. The soup kitchen serves over 200 meals a day.
• Home for Little Wanderers Voices and Visions Spring Gala. Provides vital programs and services for every stage of child and family development.
• Latino STEM Alliance Robotics Tournament and Family Science Festival. Provides students with after school STEM education and training.
• La Alianza Hispana United We Stand Event. This organization provides health and education programs to the Latino Community of Greater Boston.
• Massachusetts Coalition for the Homeless Dream Big! Gala to Benefit A Bed for Every Child Initiative. Provides programs to assist those who are homeless or at risk of being homeless.