

## **Community Outreach Report— April 2018**

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 was honored with the Strong, Smart and Bold Award by Girls Inc. of Lynn at their 30<sup>th</sup> Anniversary Luncheon.
- Bob Rivers, along with 10% of Eastern's total governance board, was named to Boston Magazine's 100 Most Influential People in Boston list. This list celebrates people who are truly shaping Boston and considered among the most influential in the city.
- Eastern Bank won four first place trophies from the New England Financial Marketing Association "Best in Marketing" awards for Integrated Marketing Campaign Brand, Television Advertising, Outdoor Advertising, and Social Media Campaign.
- Eastern was recognized with a Silver and Bronze Award by MassDot, MassCommute (Massachusetts' Coalition of Transportation Management Associations), and Mass RIDES at the 8<sup>th</sup> Annual Excellence in Commuter Options (ECO) Awards. The ECO Awards celebrate Massachusetts employers who have shown a dedication to providing comprehensive transportation options.

### **Community Partnerships and Volunteerism**

- Through April, we have provided Corporate Volunteer Events at 27 organizations. 338 people participated totaling 1,066 hours. We were busy marching in support of the Boston Area Rape Crisis Center, serving meals at Rosie's Place, sorting clothes for women returning to work at Dress for Success, and feeding the hungry at the Nashua Soup Kitchen and Shelter.
- In partnership with Boston Cares, 39 Eastern employees worked onsite at One Eastern Place to build beds for neighbors in need. Ten beds will be distributed through non-profit partners throughout our footprint to families starting over after being homeless.
- Eastern partnered with Entrepreneurs For All (E for All) to host the First entirely Spanish Business Pitch Contest. Over 80 guests were in attendance. E for All accelerates economic development and social impact through entrepreneurship in mid-sized cities.
- Carlo Guerriero, Information Assurance Manager, partnered with Advoqt to deliver a presentation on Ethical Hacking Best Practices at the CyberWarrior Academy.

### **Events and Sponsorship**

- *40<sup>th</sup> Annual Greater Boston PFLAG Pride & Passion Gala.* Supports and advocates for LGBTQ rights.
- *Bridge Over Troubled Waters Annual Gala and Auction.* Provides support and services to runaway, homeless and high-risk youth.
- *uAspire's First One Awards.* Provides students with financial information and resources necessary to find an affordable path to postsecondary education.
- *7<sup>th</sup> Annual Chica Project's the Power of One celebration.* Empowers Latinas with the skills, confidence, and network necessary to thrive personally and professionally.
- *The Japan Society of Boston, Inc Annual Gala.* Dedicated to the development of commercial relationships and cultural exchange of ideas between the US and Japan.
- *42<sup>nd</sup> Urban Edge Annual meeting.* Dedicated to strengthening communities and families by building affordable housing.
- *Massachusetts Alliance of Portuguese Speakers (MAPS) Awards Gala.* Celebrates and honors individuals or organizations who contribute to the empowerment of Portuguese speakers.
- *Jewish Family & Children's Service.* Provides exceptional human service and health care programs for members of the community.
- *26<sup>th</sup> Annual Community Servings LifeSaver Gala.* Prepare meals to benefit those who are homebound and living with critical illnesses.

- *Keshet OUTstanding! Gala*. Provides services and mentorship to LGBT youth and family members.
- *Fenway Health Men's Event and Fenway Health Dinner Party*. Fenway Health provides high quality, comprehensive health care, research, and advocacy for the LGBTQ community, people living with HIV/AIDS and the broader population.
- *96<sup>th</sup> Annual Salem Chamber of Commerce Awards Dinner*. Promotes economic development and overall business growth in Salem and neighboring communities.
- *Leap for Education Great Expectations Annual Fundraiser*. Provides free programs to low-income and first- generation-to-college youth.
- *Lowell House Living in the Light Gala*. Provides accessible and affordable addiction services and related support to the Greater Lowell community.
- *United Way Summer Experiences of Greater Lowell*. Raises money to contribute to summer programs in the Lowell area
- *The Wish Project Open House*. Provides basic goods to those in need living in the Merrimack Valley.
- *2<sup>nd</sup> Annual Project LEARN (Lowell Educational Alliance Resource Network) Breakfast*. Develops programs that prepare students with the skills and innovative thinking they need to succeed.
- *31<sup>st</sup> Annual Victory Program Celebration of Life*. Dedicated to helping individuals and families who are facing homelessness, addiction or other chronic illnesses.
- *Thompson Island Outward Bound Education Center Evening Expedition Gala*. Annual fundraiser supporting youth programming initiatives.