

Community Outreach Report— October/November 2020

The list below is a partial representation of community outreach activities designed to support Diversity, Equity & Inclusion and foster strong community relationships.

Leadership and Honors

- Bob Rivers was honored with the Friend & Leader Award from the Massachusetts Association for Mental Health for his philanthropic vision and business acumen to advance community building and social justice.
- Paul Alexander, Chief Marketing Officer, was named Second Vice-Chair of the Association of National Advertisers Alliance for Inclusive and Multicultural Marketing (AIMM) leadership team. The leadership team is responsible for guiding the organization in its mission to reverse the downward trend of multicultural and inclusive marketing by empowering the industry to accurately portray cultural diversity and richness in today's marketing efforts.
- Nancy Stager, President & CEO of EBCF, was appointed to the Federal Reserve Bank of Boston's External Diversity Advisory Council. In addition, Nancy joined St. John's Prep Diversity & Inclusion/Education Group, providing guidance as they build out their D&I efforts and initiatives.
- Greg Buscone, EVP Senior Commercial Banking Officer, joined the Board of Directors of BDC Capital, an economic development company that provides financing and investment capital for growing companies in New England.

Community Partnerships and Volunteerism

- Eastern's Annual Celebration of Social Justice event honored Robert Lewis, Jr, the Founder and President of The Base. This award recognizes community leaders who have made outstanding impact in addressing social justice issues. Robert Lewis Jr. was recognized for his advocacy for racial equity and breaking down barriers that prevent communities of color from reaching their full potential.
- Nancy Stager and Ive Gonzalez partnered with the United Way of MA Bay/MV to receive and re-distribute over 20,000 pounds of food, providing 55,000 meals to individuals and families through five area non-profit organizations on the Northshore and Merrimack Valley.
- Alejandra Peña, Sales and Service Coach, planned and launched a *Teen Talks* Virtual program for the Boys & Girls Clubs of Charlestown & Chelsea. *Teen Talks* is comprised of leadership development programs, financial literacy, and a Latino Speaker Series.
- Eastern Insurance Group partnered with the National Association of African American in Human Resources New England to organize a webinar on the best practices for hiring veterans. Juna Pierre was a presenter.
- The Heart of Eastern Volunteer network supported the 13th Annual It Starts With Me! Turkey Drive. The food drive resulted in meals to 730 families.
- Eastern's Audit team volunteered at the Habitat for Humanity North Shore ReStore. The ReStore is a home improvement donation center that sells new and gently used furniture, building materials and appliances with sales going towards the Habitat's operation and homebuilding efforts.
- Sarah Samraoui, VP Financial Planner, and Mouna Annazri, Administrative Coordinator, both in EWM, partnered with the MA Office of Refugees and Immigrants and Ascentria Worcester to facilitate the Basics of Banking workshop as a part of the Financial Literacy for newcomers in the Nepalese community.
- Stephanie Monaghan, Retail Regional Manager, partnered with Parkway YMCA to host a Halloween Trunk or Treat event for over 400 families.
- Michael Tyler, Chief Investment Officer, and Sarah Samraoui hosted the following webinars for clients and bank customers:
 - Economic Update and Year-End Financial Planning Tips
 - Election Preview, Markets and Year-End Financial Planning Strategies

Events and Sponsorships

- Eastern sponsored the 2020 Virtual Massachusetts Black Expo organized by the Black Economic Council of Massachusetts (BECMA). This annual event brings together Black business owners and entrepreneurs, connecting them with procurement opportunities in the private and public sectors, sharing resources that help grow emerging or existing businesses, and creating an ecosystem of Black entrepreneurship.

- *Massachusetts Transgender Political Coalition Transgender Day of Remembrance.* Memorializes individuals who have died throughout the world because of anti-transgender hatred.
- *Annual Dimock Center Steppin' Out Gala.* Provides comprehensive, culturally competent health care, behavioral health services, and child and family services.
- *3rd Annual Boys & Girls Club of Lynn Celebration.* Serves youth in the greater Lynn community addressing crucial youth development needs.
- *Citizens Inn Gala.* Provides services to individuals and families who are facing homelessness across the North Shore.
- *Codman Square Health Center's Men Cook for Women's Health Event.* Raises funds to improve women's health in the Boston community.
- *Crisis Center of New Hampshire Walk a Mile in Her Shoes Event.* Provides services to victims/survivors of domestic violence, sexual assault, elder abuse, stalking, and child abuse.
- *Dana Farber-Jimmy Fund Fundraising Event.* Supports the fight against cancer.
- *Annual DOVE Fundraising Gala.* Provides comprehensive services and support for victims of domestic violence.
- *Families in Transition - New Horizons Thanksgiving Breakfast Event.* Dedicated to helping individuals and families who are facing homelessness.
- *Family & Children's Services Virtual Family Fun Day.* Offers a broad array of child- and family-centered social services in Chelsea, Charlestown, East Boston, Lynn, Revere, and Winthrop.
- *GLBTQ Legal Advocates & Defenders (GLAD) Spirit of Justice Awards.* GLAD works to create a society free of discrimination based on gender identity, HIV status, and sexual orientation.
- *House of Hope Gala.* Provides advocacy and care for homeless families.
- *March of Dimes Signature Chefs Event.* Pioneers research and advocates for policies to improve the health of mothers and babies to prevent birth defects, premature birth, and infant mortality.
- *Massachusetts Advocates for Children Gala.* Serves children who face significant barriers to equal educational and life opportunities, particularly those who have disabilities, low income and/or are racially, culturally, or linguistically diverse.
- *My Brother's Table Founders' Celebration.* The largest soup kitchen on the North Shore.
- *Annual New England Center and Home for Veterans Leave No One Behind Gala.* Serves veterans who are at-risk of homelessness.
- *Project LEARN (Lowell Educational Alliance Resource Network) Fundraiser.* Develops programs that prepare students by providing them with the skills and innovative thinking needed to succeed.
- *Rian Immigrant Center Solas Awards Gala.* Offers comprehensive, professional, and confidential services for non-citizens, regardless of their legal status.
- *Rosie's Place – Funny Women, Serious Business Luncheon.* Provides a safe and nurturing environment for homeless women.
- *Annual South Shore Stars Celebration.* Honors individuals for making a difference as mentors and leaders in their professions and communities
- *YMCA of the North Shore Wanderlust Ball Virtual Gala.* Strengthens communities through youth development, healthy living, and social responsibility.
- *House of Hope Annual Harvest of Hope Event.* Provides advocacy and care for homeless families.
- *Annual Champions for North Shore Community College Recognition Breakfast.* Celebrates exceptional leaders on the North Shore who are transforming our communities through service, advocacy, and philanthropy.
- *Greater Lowell Chamber of Commerce Business Expo.* Promotes economic development and overall business growth.
- *North Shore Habitat for Humanity (Virtual) Build-A-Thon.* Builds and renovates houses for low-income families using volunteer labor and donated materials.
- *Annual Greater Boston Real Estate Board (REFA) Virtual Gala.* REFA is a professional membership organization in all sectors of the real estate industry.