

bay cove news

Spring 2008



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Support Bay Cove's Future Through a Legacy Gift

Have you been considering remembering Bay Cove in your estate plans? If so, you will want to know that by doing so:

- Your estate will be entitled to a charitable deduction for the entire amount of the gift you leave to Bay Cove under your will.
- You will have the security of knowing that your gift will be used exactly as you would like — to support ongoing activities or to provide for endowment, ensuring the long-term viability of our programs.
- And, most importantly, you can leave a legacy without compromising your financial security that is so important in uncertain times.

Throughout Bay Cove's history, one of the agency's greatest strengths has been the ability to grow strategically without compromising the high quality of our programs.

From the founding of Center House in 1959, to the creation of Bay Cove Human Services in 1974, to the addition of Kit Clark Senior Services in 2006, the divisions of Bay Cove have consistently provided vital services and compassionate care to some of greater Boston's most vulnerable individuals and families. We are proud that Bay Cove has been able to meet their increasingly complex needs. And we will continue to do so.

Over the years, Bay Cove's programs and services have been supported primarily through public funding. This government funding remains a mainstay for Bay Cove, and we appreciate the support of our elected officials. For more than a decade, however, government revenue streams have failed to include cost-of-living increases, and funds have become significantly more restricted.

Therefore, Bay Cove's Board of Directors decided to broaden the private fundraising efforts of Center House, which had joined Bay Cove in 1996, by building a Development Office to seek expanded donations and grants from individuals, corporations, and foundations. This decision has proven to be

a sound one. In addition to helping fill the growing gaps in government funding, increased private philanthropy has enabled Bay Cove to offer many services that are not publicly funded and yet greatly enhance quality of life for Bay Cove consumers.

Further building on these development efforts, Bay Cove was fortunate to be selected in 2003 as a participant in a special capacity-building initiative of the Kresge Foundation. We are now in the final year of Kresge's five-year grant, and, thus far, have met the requisite financial and qualitative benchmarks. All told, Bay Cove has raised over \$8 million since we began seeking private contributions, before and including the Kresge grant.

In this issue of Bay Cove News, we feature some of the people and institutions who have given generously to Bay Cove, in so many ways. We also discuss Bay Cove's current five-year campaign to raise additional resources for key program costs and capital needs, as outlined in the agency's long-range plan.

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all aboard!

At Bay Cove, we are fortunate to have three committed leaders chairing our Board of Directors, Executive Advisory Board, and Board of Advocates.

Bay Cove's Board of Directors, chaired by Peter Pease, Partner at Berman DeValerio Pease Tabacco Burt & Pucillo, consists of 25 members with a wide array of expertise. Bay Cove's Executive Advisory Board, chaired by Helen Sayles, Senior Vice President at Liberty Mutual, consists of senior-level leaders from the business and philanthropic communities, who provide strategic advice on program-related initiatives and counsel for capital projects. The Board of Advocates, chaired by Foster Aborn, retired Vice Chairman of John Hancock Financial Services, was formed in conjunction with a special grant from the Kresge Foundation in 2003 (details on pg. 7). This board, which now numbers more than 100, consists of high-level leaders from the business, government, academic, philanthropic, and client communities.

How did you first become involved with Bay Cove?

Peter: Bay Cove Founder Dan Boynton is a friend and member of my church. One Sunday he gave a sermon describing a few of the people Bay Cove served and the difference this had made. Clearly, he had created a highly principled and effective organization to care for people in need. I had some experience in these areas, including service in an organization that was not performing as I had expected, and saw an opportunity to get involved in an outstanding human services agency.

Helen: I was on the Board of Center House, an agency providing services and programs for mentally disabled adults. Center House merged with Bay Cove, a move which strengthened both.

Foster: I was introduced to Center House by a colleague in 1987, as the capital campaign for the Bowker Street headquarters was being planned. I agreed to chair a campaign steering committee and recruit other corporate executives to join in this effort.

Is there a particular area of the agency that resonates with you?

Peter: Many in my greater family suffer from mental illness, including my dear brother. I have particular knowledge of the challenges he faced, and the importance of providing compassionate and effective care for people like him. This has become an important part of my life's work, and I find it extremely rewarding to be able to work with others who are so good at what they do, and so committed to those they serve.

Helen: Helping those who live with mental disabilities represents a critical, yet unfulfilled, need in our society. It is an area that many would prefer to ignore. Bay Cove faces these issues head-on and with caring, supporting people in productive, active ways.



L to R: Foster Aborn, Chair, Board of Advocates; Helen Sayles, Chair, Executive Advisory Board; Peter Pease, Chair, Board of Directors

Foster: While I enthusiastically support the many Bay Cove programs that make a huge difference in the lives of clients, my focus is more on the fiscal stability, sound management, and strategic initiatives of the organization.

What would you like others to know about Bay Cove?

Peter: This is a wonderful organization, one that has not only served its clients well, but also brought forward innovative and successful programs. We are continually recognized as a national leader in our industry, and for good reason. We are able to fulfill critical missions for people in the Commonwealth, and to shape policy and practice in the human services industry. It is my dream that all of us will come to know that there are no human beings who do not deserve our love and care, that we are all one together, and that, together, we can succeed in this mission. Not only that, but we are having a great time doing it!

Helen: The agency is well managed and operates in ways that fulfill pressing needs by offering programs that work.

Foster: For many years, Bay Cove has been 'one of Boston's best-kept secrets.' Organizations like Bay Cove are often under-funded and negatively impacted by escalating fixed costs, which is especially true in the current economy. This is a key message we need to communicate. ■

fifty families

Ten years ago, as Lincoln resident Tucker Smith and a group of friends thought about their Christmas traditions, they asked themselves whether they could answer holiday requests from 50 families in need. With an enthusiastic “yes,” the group Fifty Families formed.

Since then, the partnership between Fifty Families and Bay Cove has grown to include over 100 Lincoln families, who make the holidays joyful for over 240 children and their parents/guardians.

Annually, Tucker Smith organizes a group of donors from Fifty Families to fulfill gift requests from Bay Cove Early Intervention (EI) Program’s service coordinators, based on the needs of the families they assist. Tucker encourages donors to provide a festive shopping bag for each recipient filled with something for the head, the heart, and the hand. For children, bags include learning toys, books and warm clothing; for adults, it’s usually something warm and a gift card. In 2007, a caravan of eleven carloads, filled to the brim with shopping bags, diapers, and gift cards, arrived at Bay Cove’s Daniel C. Boynton Child Development Center just before Christmas. Staff coordinators then delivered the gifts to the families

“Many Lincoln families have expressed to me that this really *is* Christmas for them, and once they receive the names of the children, the holiday season begins.”

for the parents/guardians to bring out on Christmas morning or as they wished. These presents, thoughtfully chosen and beautifully wrapped, helped make the holidays brighter.



Left Photo
L to R: Irene Weigel,
Lucy Sachs, Charlie
Hopkins, Dana Robbat,
Tucker Smith, and
Rick Mandelkorn

Right Photo
Back Row (L to R): Janet Boynton, Lucy Sachs,
Mary Hopkins, Charlie Hopkins, Mimsy Beckwith,
Ingrid Neri;
Front Row (L to R): Sophia Neri, Tucker Smith,
Sarah Bishop

Most of the families served by Bay Cove’s EI Program live in Dorchester, Mattapan, Roxbury, or South Boston, areas of Boston with the highest incidence of children living in poverty. The families who benefit from the generosity of Fifty Families have few resources; many of the children

includes these hard-working parents in their gift giving. For some of the children and parents, these are the only gifts they get all year.”

“The Lincoln community embraces this event,” responds Tucker. For three years, one Lincoln family has donated a total of \$500 in \$10 Stop & Shop gift cards.

The Fifty Families tradition of philanthropy and helping others is being passed to the next generation as the families involve their own children in the effort. We are deeply grateful for the Fifty Families’ friendship, support, and involvement. ■

overcoming doubt

New e-Marketing Ad Captures the Spirit of Bay Cove

Connelly Partners donates creative and production work for compelling message

You can live with doubt, or you can overcome it. Those who need to overcome it the most don't have to do it alone. Bay Cove Human Services helps those with the greatest challenges lead full, rich lives.

See the video online at www.baycove.org!



Thousands of people around Greater Boston are hearing this message, thanks to the generosity of Connelly Partners, a local advertising agency that donated the creative work and production for Bay Cove's first-ever e-marketing ad. The ad went live on our website in February, and since then, our friends and colleagues have passed it along by email.

"The consistently positive feedback on this piece is heartwarming, and I am delighted that so many people are emailing the link to others," says Stan Connors, President and CEO of Bay Cove. "Connelly Partners did outstanding creative work on this thirty-second spot. The message, the actors, and the music are a perfect fit; it generates real pride in the work we do."

You can watch the video on our website, (www.baycove.org/videos) and forward it from the website to your friends. This is a great way to help us increase awareness of Bay Cove's role in supporting people with the greatest challenges as they overcome the doubts they encounter each day.

Currently, Connelly Partners is developing a series of print ads, which will be displayed on Boston area subways and buses.

Watch for Bay Cove print ads in the Boston area soon! ■



did you know...

- ★ You can help us meet our Kresge goal (see story, pg. 7). All contributions received or postmarked by June 30, 2008 count towards our Kresge bonus-grant challenge.
- ★ Bay Cove's Developmental Disabilities Division is expanding services for clients with more complex medical needs, including needs related to aging.
- ★ Center House clients coordinated the mailing of this newsletter.

the mabel louise riley foundation

The Mabel Louise Riley Foundation is one of Boston's leading private foundations. The foundation has been one of Bay Cove's most generous supporters, first with grants to Center House, and then through substantial program and capital support for Bay Cove's Early Intervention Program and Small Wonders Nursery School.

Like so many other Boston-area non-profit organizations, Bay Cove would have struggled to sustain our services had it not been for the Mabel Louise Riley Foundation's commitment to the needs of children and youth. We remain most grateful for this important support, which has helped Bay Cove in providing critically needed therapeutic services to disadvantaged Boston infants and toddlers, who face developmental delays or are at risk of delay.

The Mabel Louise Riley Foundation was established according to the wishes of Miss Riley, upon her death in 1971, at age 88. During her lifetime, Miss Riley was an active philanthropist, both as a significant donor to many Boston



Toddler enjoying the Early Intervention indoor playground.

with his young family during the 1960s. He recalls that Miss Riley welcomed having his children

Today, trustees of the Mabel Louise Riley Foundation award most grants to organizations that propose to address key community-wide concerns, and seek to have a broad positive impact. For further information about the Mabel Louise Riley Foundation, please visit the website www.rileyfoundation.com. ■

“During her lifetime, Miss Riley was an active philanthropist, both as a significant donor to many Boston charities and as a strong patron of the arts.”

charities and as a strong patron of the arts. She lived in Newton for many years. As it happens, Bay Cove's founder, Dan Boynton, lived nearby

play hide-and-seek or sled on the grounds of her estate. On holidays, she would send his family flowers from the extensive greenhouses she maintained.

- ★ Bay Cove's Early Intervention Program is the only provider in Massachusetts that offers second weekly toddler groups; these groups are made possible through private contributions.
- ★ Our Substance Abuse Division received the highest level of Accreditation of Rehabilitation Facilities at Andrew House, Bridge to Recovery, and the Bay Cove Treatment Center.
- ★ You can increase your donation through your company's matching gift program.

technology gifts

EqualLogic's Technology Gifts Translate into Better Care for Bay Cove Clients

EqualLogic Inc., a provider of software and hardware technology, based in Nashua, NH has, enabled Bay Cove to serve clients better by broadening the agency's technological landscape. Through this partnership, Bay Cove has implemented significant technology improvements. As a result, Bay Cove can provide more effective care, which helps everyone we serve live fuller, richer lives.

Several years ago, EqualLogic made a first donation of hardware to Bay Cove. The storage system they donated allowed us to build a more flexible network of servers and to increase our ability to restore lost data dramatically. Two years ago, EqualLogic donated another larger storage device, and our IT Department leveraged this gift to seek funding for a new state-of-the-art data center. Most recently, EqualLogic donated a third storage device that allowed us to implement a critically important disaster recovery plan by storing copies of our data at a remote site. In addition, the hardware and maintenance contracts contributed by EqualLogic have significantly improved our capabilities for continuous, secure back-up of client information.

By improving our overall technology infrastructure, Bay Cove is better able to track data related to the effectiveness of our programs, and to gather and share information more easily and efficiently. These improvements benefited the operations of the entire agency, enabling Bay Cove staff to better support those we serve. ■



pearl of an evening

On May 15, 2008, Bay Cove hosted its seventh annual fundraiser, *A Pearl of an Evening*, to celebrate more than three decades of service to thousands of adults and children in the Greater Boston area. This year's program honored "Caring Couples" Joannie Jaxtimer and Mike Barry and Karylann

and Bob Walsh, who have demonstrated the spirit of the Pearl Award through their dedication to children, adults, and families who are most in need. Peter Pease, Helen Sayles, and Foster Aborn, chairs of Bay Cove's three boards, hosted the program. ■

Since the first year of the fundraiser, net income from the Pearl event has more than doubled, and attendance has increased by over 50%. !

★ So far this year, Bay Cove has received grants from six new corporate or foundation supporters.

★ You can help raise awareness of Bay Cove by viewing and forwarding our new e-marketing ad to friends and colleagues.

★ You can make contributions to Bay Cove through a charitable gift fund.

special initiatives

The Kresge Foundation Special Opportunities Initiative (SOI)

Bay Cove is completing the fifth and final year of a special capacity-building grant awarded by the Kresge Foundation in the spring of 2003. We are one of only seven organizations nationwide selected to participate in this program, based on the following criteria:

- High impact in our field of endeavor
- Programs and services that are likely to grow
- Reasonable potential to raise additional funds
- Genuine commitment to developing private fundraising capacity.

Through this initiative, Bay Cove has received a combination of support grants to help build our development program, bonus grants to provide incentives for reaching specific fundraising objectives, and consulting assistance for the development staff.

In addition to meeting annual fundraising benchmarks, which have resulted in well over \$5 million in grants and donations, the SOI also guided us in achieving a number of strategic objectives, including:

- Implementing a long-range planning process for the agency
- Expanding the size of our Board of Directors to 25 and increasing the Board's understanding of and involvement with private philanthropy

- Creating an adjunct board (the Bay Cove Board of Advocates) of at least 100 members, who support our mission and our philanthropic efforts.

The Campaign for Reaching People, Changing Lives

Three years ago, Bay Cove's senior staff identified the program and capital funding needs they anticipated over the five-year period of 2006 to 2010, as related to the implementation of the agency's strategic plan. The Development Office began raising contributions over the first two years, at which point we reached 40% of our \$5,250,359 overall goal. We publicly announced the campaign last fall and have stepped up our fundraising activities.

Unlike traditional campaigns that focus exclusively on capital projects, this is a comprehensive campaign that is divided almost equally between program needs and capital projects. Private donations are helping us in a number of important ways, such as supporting the medically necessary therapeutic toddler groups at the child development center; funding accessibility renovations in our residential programs; and expanding some of our highly effective workforce development, homelessness prevention, and substance abuse programs.

Our most significant capital project, over the remaining two years of the campaign, is a new community-based elder care facility for individuals with developmental disabilities who, because of health issues related to aging, need to reside in a facility that meets their complex medical needs.

Have You Remembered Bay Cove in Your Will?

We are pleased to announce the inauguration of a Planned Giving Program, designed to provide friends of Bay Cove with opportunities to support our programs while maximizing their own tax and income benefits.

There are many creative ways to participate. Individuals can choose to support our mission by including Bay Cove in their will or as a beneficiary of their retirement plans. They can create a life income gift to generate income for themselves (or another) and provide future support to Bay Cove, or they can choose to name us as the beneficiary of a life insurance policy.

For additional information/questions or if you have already identified Bay Cove in your estate plans, please call Marion Nierintz (617-371-3167) or Nicole Brown (617-371-3022). All inquiries are held in strict confidence. ■

★ Bay Cove has grown to over 100 programs, which serve more than 14,000 individuals each year.

★ Bay Cove recently created a Volunteer Council, and we invite you to join. Please contact Christina Robida at crobida@baycove.org or 617-371-3184 for more information.

★ United Way supporters can designate their contributions to Bay Cove or Center House.

taking on "heartbreak" to help those facing the greatest challenges



Team Bay Cove: Jim LaPrade, Bill Sprague, and Ed Barrett

This past January, Bay Cove received three Boston Marathon numbers through the generosity of Bay Cove board member Rob Maulden and John Hancock Financial Services. This donation represented a wonderful opportunity for Bay Cove to raise funds for and awareness of the agency. With just a few months to prepare, Bay Cove employees Ed Barrett,

Jim LaPrade, and Bill Sprague took on the challenge of the 112th Boston Marathon, and the course's notorious Heartbreak Hill.

We thank all the supporters who helped make the first Bay Cove Marathon Challenge a huge success. Through the generosity of long-time donors, personal

friends of the runners, and other first-time friends of the agency, Bay Cove raised over \$10,800 in private funds. "We're so pleased with the response to the first Bay Cove Marathon Challenge. Every gift helped to make a difference," said Marion Nierintz, Director of Development, Marketing and Public Relations.

"I can't thank our donors enough for their generous support of our cause."

If you missed the opportunity to sponsor Team Bay Cove, but would still like to support the agency, please visit our website at www.baycove.org or call 617.371.3184 to speak with a member of the Development Office. ■

vision, mission, principles

Vision

Full, rich lives for people with the greatest challenges.

Mission

Improving the quality of the lives of individuals and their families who face the challenges of developmental disabilities, aging, mental illness and drug and alcohol addiction. We will accomplish this mission by providing effective and compassionate services and through advocacy and leadership.

Principles

The organization is guided by a core set of principles, which include:

- ▷ All human beings have value, and deserve to be treated with respect and dignity.
- ▷ Our services must be outcome-focused, measurable and effective.
- ▷ Treatment plans must be developed in partnership with those being served.
- ▷ The strength of our services depends on a well-trained, highly motivated workforce.
- ▷ Successful partnerships must be maintained with those we serve, as well as the community at large.
- ▷ All of our programs and services will be managed in a fiscally responsible manner.

continued from page 1



Unfortunately, the public funding situation looks worse every day, so private contributions are now even more critical to Bay Cove's continuing success. We hope that the stories in this issue will inspire you to

help us realize our vision of providing opportunities for those with the greatest challenges to grow toward full, rich lives. Any size donation helps, and unrestricted donations allow us much-appreciated flexibility to meet the shifting needs of the families and individuals served by Bay Cove. Thank you.

Stan Connors *Bill Sprague*

Stan Connors Bill Sprague
President & CEO Executive Director

bay cove news

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