

The Boston Globe
GRANT

Globe Readers And Non-profits Together

February 27, 2015

MIDDLESEX CANAL ASSOCIATION, INC.
71 FAULKNER STREET
NORTH BILLERICA, MA 01862-1540



Dear Community Partner,

The Boston Globe is proud to announce the return of the GRANT (Globe Readers And Non-profits Together) program, a community initiative designed to provide our subscribers with the opportunity to recognize and create awareness for their favorite non-profit organizations through free advertising space in The Boston Globe.

With our debut last year, more than 25,000 subscribers participated in the GRANT program, recognizing nearly 3,100 charities in the New England region. Of those, a total of 407 non-profit organizations earned free ad space in The Boston Globe, with hundreds more receiving a free directory listing on the GRANT website. Altogether, more than \$1.6 million worth of advertising space was donated at no cost to our subscribers or the charities they selected.

At this time, we encourage you to reach out to supporters of your organization – and ask them to consider your organization when they submit their voucher. In mid-February, subscribers will receive a voucher in the mail enabling them to allocate either \$50 or \$100 (depending on the subscription type) to the certified 501(c)(3) of their choice. Subscribers simply fill in the voucher with the name of their preferred organization and submit it either online or by mail to the Globe, where all vouchers will be tallied. The vouchers that non-profits accumulate can then be redeemed for a directory listing or advertising space in the newspaper. The more vouchers submitted in support of your organization, the larger the ad in The Boston Globe.

Remember, there is no cost to you or to your supporters. GRANT is simply a way for community members and Globe subscribers to recognize your organization and the work you do, and a potential means for you to raise awareness and publicize your missions, recruit volunteers, promote fund-raising, and advertise events.

Please note:

- Vouchers will be collected through April 30, 2015.
- GRANT advertisements will begin running in May 2015.
- The top-earning organizations will receive a full-page, content-rich advertorial.
- A minimum of seven vouchers must be received for an organization to earn a free directory listing.

The Boston Globe is excited to once again partner with both non-profits and community members to create an even better Boston in 2015. In helping us recognize that key focus, Globe columnist and reporter Sacha Pfeiffer, whose beat includes non-profits and philanthropy, writes,

"You almost can't overstate the significance of the non-profit sector in Massachusetts -- its size, its reach, the number of people it employs, its impact on the state's economy. It's also so diverse, from the biggest hospitals, museums and universities to the tiniest community groups. And non-profits are under growing pressure from funders to measure their accomplishments in a quantifiable way, which can be very tough to do. So the importance and value of covering this beat is pretty clear. And, on a personal note, I find the whole sector, particularly how it intersects with business and philanthropy, endlessly interesting!"

For more information on GRANT, please visit BostonGlobe.com/GRANT. You may also reach out to us at GRANT@globe.com and look for updates on Twitter @GlobeGRANT.

Here's to another great year!

Linda Pizzuti Henry
Managing Director
The Boston Globe