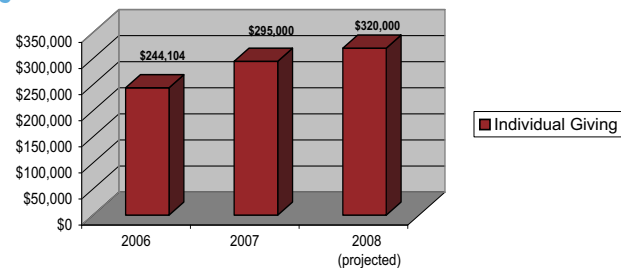


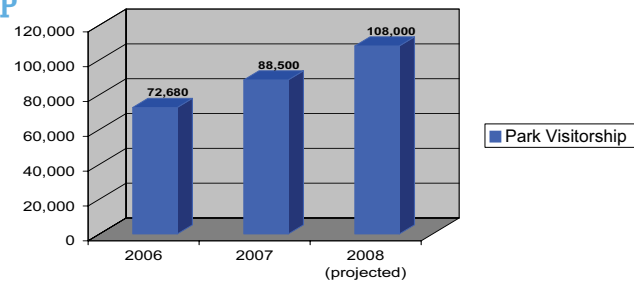
## INDIVIDUAL GIVING IMPACT

Increased visitorship, increased youth served

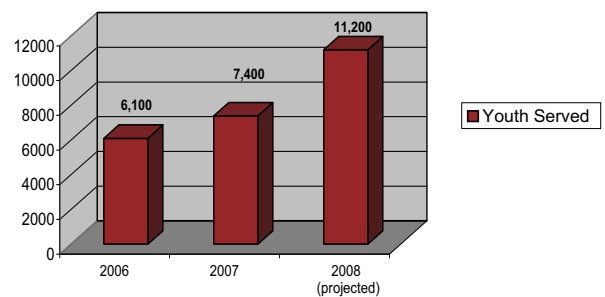
### INDIVIDUAL GIVING



### PARK VISITORSHIP



### YOUTH SERVED



## TESTIMONIALS

"For more than a decade, Boston Harbor Island Alliance has helped bring Boston's youth to the harbor islands for fun and education. I am proud to support the creation of the *Access Initiative* to continue this great work and serve even more of our City's youth. This program will deliver the promise of these transformed relics into majestic, outdoor classrooms and playgrounds for all to enjoy."

– Mayor Thomas M. Menino



Tom Powers, Island Alliance President and Mayor Menino with Boston Harbor Island Ambassadors

"As a business leader, I am proud to give my time to an organization that highlights the great national treasure of the Boston Harbor Islands and offers opportunities for young people and families alike."

– Raj Sharma, Chairman, Island Alliance, The Sharma Group, Merrill Lynch

"Working with Island Alliance, the YMCA has a wonderful opportunity to introduce Boston youth to experiences outside the urban environment, while also utilizing the recreational opportunity Boston is fortunate to have through the Boston Harbor Islands."

– John M. Ferrell, President YMCA of Greater Boston

"As a Boston public school teacher for almost 40 years, I have seen firsthand the importance of hands-on field work, especially in the sciences. Nothing is more ingrained in the mind than holding in your hand an organism that you have read about in your classroom textbook. The *Access Initiative* provides the opportunity to fulfill what John Dewey, the Father of Public School Education said, 'A student learns by doing!'"

– Carl Johnson, Retired Boston Public School Teacher (Odyssey High School)



**BOSTON HARBOR ISLAND ALLIANCE**  
Bringing the Islands to Life

408 Atlantic Avenue, Suite 228 Boston, MA 02110-3350

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# Access Initiative



**BOSTON HARBOR ISLAND ALLIANCE**  
Bringing the Islands to Life

printed on recycled paper

## MISSION & OVERVIEW

Boston Harbor Island Alliance promotes public awareness and use of the Boston Harbor Islands national park area by creating vibrant spaces, facilities, and programming on the islands, raising and managing the public and private resources necessary to do so. Three main areas of focus include: awareness, access, and attractions.

Our long-term vision is that every Boston-area child visits the Boston Harbor Islands before graduating from high school. To ensure this happens, Island Alliance has established the *Access Initiative* which introduces and engages urban youth and families to the Boston Harbor Islands national park area.

Diverse programming with a wide range of topics is provided to make sure all young visitors connect to the islands and therefore become future users and stewards of the park.



### Boston Harbor Island Alliance kicked off its branding campaign in May 2008.

Boston Harbor Island Alliance (BHIA) launched a multi-faceted branding effort this season. With its central message, "Minutes away. Worlds apart." the campaign encompassed newspaper ads, including the *Boston Globe*, *Boston Parents Paper*, *El Mundo*, and *Sampan*; ads on the MBTA subway and bus lines; brochures; and radio promotions. A stunning array of colorful banners along Boston's famed waterfront was a key branding element in promoting this spectacular outdoor experience.



## ACCESS INITIATIVE LEVELS & BENEFITS

### ISLAND EXPEDITION: \$25,000

- Funds one entire year of the *Island Pass* program which provides 1,500 inner-city youth the opportunity to visit the Boston Harbor Islands twice during the summer season and experience programs that support teamwork, exploration, and outdoor recreation

### ISLAND ADVENTURE: \$10,000

- Provides a weekend of free community programs on the islands for the public and urban community center youth including science, history, and theatrical interactive activities
- Affords two Boston High School students summertime employment focusing on entrepreneurship, business development, pricing, marketing to consumers and developing procedures and policies specific to national parks and public space

### ISLAND ESCAPE: \$5,000

- Provides two full weekends of free community programs on the islands for the public and urban community center youth including science, history, theatrical interactive activities, concerts and more

### ISLAND HOPPER: \$2,500

- Affords one Boston High School student summertime employment focusing on entrepreneurship, business development, pricing, marketing to consumers and developing procedures and policies specific to national parks and public space

### ISLAND DAY TRIPPER: \$1,000

- Provides an all-day expedition to the islands for two inner-city community center groups (30 youth/group) for team building activities, exploration, and outdoor recreational programming

Your contribution to the *Access Initiative* will be used to support Boston Harbor Island Alliance, a nonprofit partner of the Boston Harbor Islands national park area. All proceeds will support year-round youth programming that provide free outdoor recreational and educational opportunities, community involvement activities, safe space for unstructured play and exploration, and school and summertime employment. All contributions are 100% tax-deductible to the extent allowed by law.



## YES! I/WE WOULD LIKE TO SUPPORT THE ACCESS INITIATIVE

- ISLAND EXPEDITION \$25,000
- ISLAND ADVENTURE \$10,000
- ISLAND ESCAPE \$5,000
- ISLAND HOPPER \$2,500
- ISLAND DAY TRIPPER \$1,000
- OTHER \$ \_\_\_\_\_



Name(s): \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Payment: Total Amount: \$ \_\_\_\_\_

Credit Card: (MasterCard /Visa/ AMEX)  Check – Please make checks payable to Island Alliance

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

Signature: \_\_\_\_\_

PLEASE CONSIDER US IN YOUR COMPANY'S MATCHING GIFT PROGRAM.

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THANK YOU