



25 Kingston Street, 4th Floor, Boston, MA 02111
www.generationsinc.org

FOR IMMEDIATE RELEASE
January 21, 2010

Contact: Colleen K. Downie or
617.399.4666
cdownie@generationsinc.org

Jessica Bloom
617.649.1534
jbloom@rootcause.org

**Boston, MA January 21, 2010 –
Six Nonprofits Named 2010 Greater Boston “Social Innovators”**

BOSTON (Jan. 20, 2010)—Six innovative nonprofit organizations in greater Boston have been selected as the 2010 “Social Innovators” by Root Cause and its Social Innovation Forum for demonstrating promising solutions to greater Boston’s pressing social problems.

The selection, announced Wednesday evening at a celebratory event at the Parkman House, entitles each organization to \$75,000 in cash and services, including strategy consulting, business planning, executive coaching, and introductions to potential philanthropic investors to help them gain visibility and acquire the resources they need to expand their work.

More than 145 nonprofits in greater Boston applied for selection as a 2010 Social Innovator in the seventh year of the nationally recognized program, and more than 60 leaders in business, philanthropy and the nonprofit sector reviewed the applications in a rigorous evaluation process. Up-and-coming nonprofits had to demonstrate efficiency, effectiveness and innovation in tackling a specific social problem in the Social Issue Tracks of housing, employment and education, fitness and healthy eating, healthy aging, women and girls’ welfare, or youth art and advocacy.

The 2010 Social Innovators are:

- **Massachusetts Housing and Shelter Alliance’s *Home & Healthy for Good***, a statewide program which finds and advocates for permanent residential housing for chronically homeless people. *Sponsoring partner is the Highland Street Foundation.*
- **Generations Incorporated’s Experience Corps Program**, which recruits retirees and other older adults from their local communities to provide one-on-one reading support to children during school and after-school programs. *Sponsoring partner is Tufts Health Plan Foundation.*
- **Medicine Wheel Productions**, which involves at-risk youths in the production of public arts projects to help increase awareness of self, community, and the human condition. *Sponsoring partners are the Hunt Alternatives Fund and the Elizabeth B. Kreske Charitable Foundation.*
- **My Life My Choice Project** of the Justice Resource Institute, which provides services in prevention, victim identification, and intervention to female victims of commercial sexual exploitation. *Sponsoring partner is the Anna B. Stearns Charitable Foundation.*
- **Playworks (formerly Sports4Kids)**, which sends trained, full-time coaches into low-income urban schools to support children’s health and wellbeing through safe, organized play and

physical activities. *Sponsoring partners are the Stifler Family Foundation and Health Management Resources.*

- **Project Hope's Employer Partnerships**, which partners with hospitals to train low-income single mothers for entry- to mid-level jobs in the healthcare industry. *Sponsoring partner is the State Street Foundation.*

The Social Innovators' strategy and business support will culminate May 4th with participation in the Social Innovation Forum "Showcase" event, which is modeled after venture capital forums in which early-stage organizations present their ideas directly to investors. During the showcase, each nonprofit will present their most compelling case for support to more than 250 potential philanthropic investors.

Root Cause and the Social Innovation Forum also presented the 2010 Social Innovation Forum Achievement Award to David Howse, executive director of the Boston Children's Chorus and a long-time supporter of music as a catalyst to unite the city's diverse communities and inspire social change. The award was sponsored by the Margaret Stewart Lindsay Foundation.

Root Cause (www.rootcause.org) is a national nonprofit organization headquartered in Cambridge, MA, which works towards solutions to social and economic problems by supporting social innovators and educating social impact investors. Its Social Innovation Forum (www.socialinnovationforum.org) seeks to develop enduring solutions to social problems by directing an alternative flow of resources to innovative and results-oriented nonprofit organizations that strive for efficiency, effectiveness, and sustainability.

For further information, contact Jessica Bloom, communications manager, at jbloom@rootcause.org or (617) 649-1534. |

About Generations Incorporated

For over 15 years, Generations Incorporated has successfully brought together active older adults and local children to provide mutually beneficial literacy and mentoring programs. Generations Incorporated recruits, trains and supports experienced motivated adults to deliver results-driven, grassroots intergenerational programs to elementary students in Greater Boston Schools. In 2009, over 300 distinguished mentors provided one-on-one or small-group academic mentoring to over 2,500 Boston children.

Those who seek an opportunity to use their skills and experience for the benefit of their local community are invited to become a part of our dynamic team. For more information, or to volunteer, call Generations Incorporated at (617) 778-0553 or visit us on line at www.generationsinc.org. |

###