

WGBH
Community Benefits Report
March 2019

Donations and In-Kind Contributions

WGBH is an active and involved member of the Boston community. We regularly serve as a media sponsor for a wide range of local events that build support and visibility for Boston and for city institutions. Donations of WGBH goods (DVDs, books) and opportunities (behind-the-scenes-tapings, tours) are a popular item at fundraisers across the city, such as the Faneuil Branch Library auction. We've donated computers, books, and equipment to area schools. And our public-minded leadership team and employees volunteer their time locally and serve on the boards of Boston civic organizations.

Facility Donations

WGBH provides its Calderwood Studio, Yawkey Atrium, and 200-seat Yawkey Theatre for the use of city, neighborhood, community, and non-profit groups for meetings and activities, reducing or outright waiving the costs. WGBH provided the use of its facilities to these groups, absorbing the costs as donations:

- City Councilor- Brighton public meeting on parking concerns **\$5,000**
- Boston Planning & Development Agency Public Meeting **\$5,000**
- New England Development, Allston Yards Impact Advisory Group Meeting **\$5,000**

Scholarship

- WGBH established a scholarship two decades ago in memory of David Kuhn, a long-time WGBH producer and journalist. Each year, WGBH donates a \$1,000 scholarship to Brighton High School, awarded to a student interested in pursuing studies in communications. **\$1,000**

Hands-on Support

- WGBH once again supported the annual fundraiser for the Faneuil Branch of the Boston Public Library in Brighton's Oak Square with a basket of DVDs and books valued at **\$65**.

- For over 20 years, children in seven Allston-Brighton elementary schools have benefited from WGBH’s annual employee toy drive—an outpouring of gifts and cash (**this year, \$740**) that brightens the lives of neighborhood families and provides the schools with clothes, indoor and outdoor recess supplies and classroom supplies.

Schools benefiting this year: Gardner Pilot Academy, Winship Elementary School, Edison Middle School, Jackson/Mann K-8 School, Mary Lyon School, Baldwin Early Learning Pilot Academy and Horace Mann School for the Deaf.

- A donation was made to support these local civic and city events:

Brighton Main Streets Annual Gala	\$500
Boston Parks & Recreation Rose Garden Party	\$300
- At our annual WGBH 5K Run, we donated admission to run for 11 kids as part of Road to the Right Track, a program of the Boston Police Department. **\$220**
- We donated a few dozen computers, monitors, and printers to Winship Elementary School in Brighton, Boston Latin Academy in Roxbury, and Frederick Middle School and Tech Boston Academy in Dorchester. **\$9,300**

WGBH Education Department Outreach

WGBH Education leverages our many award-winning productions and key strategic partners to bring educational content and engagement to students and educators, both inside and outside of the classroom, and to parents, librarians and youth leaders throughout the communities we serve. Two highlights from FY 2018:

- With funding from the Krueger Charitable Foundation, WGBH launched ***Counting Down to Kindergarten***, a book and activity distribution initiative targeting rising kindergarten students and their families in Boston. Working with the Boston Public School’s Countdown to Kindergarten program, we selected, purchased, and distributed some **5,000 new children’s books**. Books were paired with a variety of hands-on activity sheets designed to help families extend the learning and the fun at home. The total value of this book donation was approximately **\$20,000**.
- Immigrants make up more than a quarter of Boston’s population; many are families with young children. As parents work hard to acclimate to a new culture and a new language, they often sacrifice time spent with their children. WGBH partnered with three Boston-based organizations, including Tech Goes Home, English for New Bostonians, and the Boston Public Schools Adult Learning Center to implement a family workshop series—Ready to Learn ScratchJr—to teach storytelling through coding. Over the course of six workshop sessions, families were introduced to basic coding, worked on family projects, and received a low-cost tablet, children’s books and activities to take

home. The total value of family giveaways for this workshop series was approximately **\$500**. During FY 2018, WGBH's Boston-based Ready to Learn outreach reached more than 150 families with young children.

Digital Mural

WGBH continued to reflect the civic life of Boston on the 40 x 80 ft. Digital Mural built onto our studios for the community and visitors traveling along the Mass Pike to enjoy each day. We featured 10 days of images highlighting notable city events, including Boston's 9/11 Tribute and One Boston Day, the sail of the USS Constitution, the mayoral debate and election day, the Boston Marathon and Boston Harbor Fest.

Staffing and operation cost: \$10,000

INSTITUTION NAME: WGBH Educational Foundation

FINANCIAL YEAR: FY2019

Program Name	Brief Program Description	Amount (\$)	Cash, In-Kind, or Both¹	1-time or Ongoing²	Who is Served³	Program Initiator⁴	Partners
Boston Kids & Family Channel	Broadcast programs for children and families	\$399,947	In-kind services	Ongoing	Boston children and families	Mayor/WGBH	
Brighton High School scholarship	WGBH gives a \$1,000 scholarship to graduating student interested in communications	\$1,000	Cash	Ongoing	Boston student	WGBH	Brighton High School
Facility donations	WGBH donated event space to local organizations and waived standard rental fees	\$15,700	In-kind services	Ongoing	Boston area organizations	WGBH	Various Boston Non-profits
Digital mural donation	WGBH donated highly visible digital mural to promote signature events of local non-profits	\$10,000	In-kind services	Ongoing	Boston area organizations	WGBH	Various Boston Non-profits
Various local charity donations	Donations to causes of various non-profits	\$2,725	Cash	Ongoing	Boston non-profits	WGBH	Various Boston Non-profits
Materials donated to Boston-based organizations	Donations to causes of various non-profits	\$29,800	In-kind services	Ongoing	Boston children	WGBH	Various Boston Non-profits
Television Tower donation	Donated to Boston EMS & Boston Police	\$18,000	In-kind services	Ongoing	Boston residents	WGBH	Boston Police & EMS

¹Does the institution's support for the program include a cash outlay, non-cash contributions (ex: use of property, equipment, supplies, etc), or a mixture of the two? If a mixture, please provide the approximate % of cash vs. in-kind.

²Is the program a one-time expenditure by the institution or is it part of multi-year commitment? If multi-year, please indicate the length of the commitment.

³Who is the target beneficiary of the program (ex: Boston youths with asthma)? Please be specific.

⁴Who started the program (i.e. institution, Mayor, Police Commissioner, School Superintendent, etc)? Please be specific.