



# Boston Cares

## 16TH ANNUAL MLK DAY

January 15-18th, 2021

The MLK Community Weekend will kick off on Dr. King's birthday, Friday, January 15 and conclude on the MLK Day holiday on January 18, with 3-5 sessions being offered each day.

## MLK DAY, REIMAGINED

2020 has shifted the way Boston Cares engages in our communities. The need for well equipped volunteers has increased in many ways. At Boston Cares we strive to meet the evolving needs in our communities. To address these needs, Boston Cares will reinvent our traditional large-scale in-person MLK Day of Service into the MLK Community Weekend, a 4-day opportunity to promote volunteerism through a series of virtual workshops, trainings, and volunteer opportunities. These activities will allow us to focus on the need for volunteers right now, introduce people to ways they can serve during the pandemic, and prepare them for service. Sessions will include:



### Volunteer Training Sessions

Join us at New Volunteer Orientations, Volunteer Leader Training, Allies for Immigrants ESOL Tutor Training, and informational sessions regarding food distribution where we will review the safety protocols in place and the ongoing need for volunteers.

### Partner Sessions

Volunteer information and training sessions for partners seeking volunteers to fill ongoing needs virtually in response to Covid-19, including mentors, tutors, and more!

### Community Conversations

Join trainings and conversations hosted by local leaders in discussing race, equity, and issues facing the Boston community.



### Virtual Volunteering

Volunteers can serve from their home by participating in guided projects such as making cloth masks or video recordings of a storybook reading for public school use!

## JOIN US! SPONSOR & SERVE

 Sponsorship Benefits	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Recognition in all MLK Day press releases and on social media channels (Facebook, Instagram, LinkedIn)	X				
Logo on the virtual platform & repeat backdrop	X				
Recognition at virtual program kick-off	X	X	X		
Logo on event promotion and e-communication, as well as follow up communications	X	X	X		
Name listing in event program	X	X	X	X	X
Logo on Boston Cares' MLK Day event website	X	X	X	X	X

Throughout our MLK Day(s) we will have a very limited number of virtual coaching session with Boston area youth that will focus on college and career skills. If your company or organization is interested in this opportunity, please contact [ksanfilippo@bostoncares.org](mailto:ksanfilippo@bostoncares.org).



[www.bostoncares.org/mlkday](http://www.bostoncares.org/mlkday)

