

Strengthening Communities Around Us

Talking Points for Gift Officers

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This paper explains how Northeastern's partnerships with and commitment to local organizations enhances the local communities and lays out some opportunities for donors to support these efforts.

Prelude: Northeastern was originally established in a Boston YMCA, and in its initial years served as a night school for a population comprising many newly arrived immigrants and first-generation Americans, so our roots run deep in community organizations. In the more than 120 years since that time, we've never lost sight of that original mission to help people in our own communities better themselves, cultivating long-term relationships with the localities around us. The advantages are twofold:

- To enhance these organizations' capabilities
- To providing invaluable experiences for our students.

The following five powerful programs support community organizations and advance their crucial work while bringing our students into local areas and fostering understanding, respect, and mutual benefit.

The Social Impact Lab

The Social Impact Lab (<https://cssh.northeastern.edu/impactlab>) prepares Northeastern students for lives of purpose as ethical and effective citizen-leaders and social change agents.

- It is run by Rebecca Riccio, who is a charismatic renowned philanthropy expert who is extremely thoughtful about helping donors find meaningful ways to support causes.
- The lab engages students in experience-centered learning to develop a foundation of thoughtful and meaningful social change practice. Students explore ways of thinking about complexity, ways of being in relation to others, and ways of doing to achieve impact.
- Students in the lab have recently partnered with local organizations to help people overcome barriers to mental healthcare; lift public participation in civic decision making; involve the community in combatting chemical dependencies; pursue social and economic justice through community empowerment; and engage families to help children thrive.
- The Social Impact Lab supports other critical community outreach in the forms of the following programs:

A. Northeastern Students4Giving (NS4G)

- An experiential philanthropy education program, NS4G (<https://cssh.northeastern.edu/impactlab/activities/northeastern-students4giving>) combines rigorous academic content with real-dollar grantmaking to foster innovation in the social impact arena.

- It promotes a campus-wide culture of giving and civic engagement, while strengthening the relationship between students and the communities in which they live.
- Giving to NS4G ensures students can continue to award the grants that mean so much to the nonprofits that receive them.

B. Social Impact-athons

- Because not everyone can take a semester-long Social Impact Lab course, the Social Impact-athon (<https://cssh.northeastern.edu/impactlab/activities/social-impact-athon>) provides an intensive one- to three-day model for teaching about social justice, systems thinking, and ethical and effective grant making.
- An interdisciplinary team of students study the accomplishments and priorities of several nonprofit organizations addressing social justice in Boston.
- Philanthropy boosts the students' ability to award real-dollar grants to one or more of the participating organizations.

Fundraising for the Social Impact Lab:

- A gift of \$25,000 supports two to five grants in each funding cycle; there are multiple funding cycles per year
- A \$250,000 endowment will support one to two grants each cycle
- Unrestricted gifts can be made to the Northeastern Students4Giving (NS4G) Fund, Designation Code 687462
- Your contact person is Prof. Rebecca Riccio at r.riccio@northeastern.edu

Northeastern Student-Athletes for Equity Coalition

A student-led group, the Northeastern Student-Athletes for Equity Coalition (<https://www.northeasternathletesforequitycoalition.org>) strives to harness the power of Northeastern's unique network of athletes to play a part in creating a more equitable society for Black people.

- The Northeastern Student-Athletes for Equity Coalition comprises a united alliance of diverse and motivated young people who foster a community that serves as a hub for all collaborative efforts created to further awareness regarding racial and social justice.
- The coalition challenges all Northeastern's teams to raise funds from alumni, friends, and family to support social justice efforts that address a range of responses to systemic racism.
- Gifts to the coalition are redistributed to nonprofits in the Boston area whose missions are centered around creating a more just and level playing field for people of color in the Boston community.
- All the participating nonprofits are student-athlete selected through a philanthropy course administered by Northeastern's Social Impact Lab.

Fundraising for the Student Athletes for Equity Coalition:

- Gifts of \$5,000 to \$25,000 will allow the group to make a gift/grant to an area non-profit to further their mission
- An endowment gift at the \$125,000 level or greater will allow for a yearly gift to an area nonprofit
- The Northeastern University Student-Athletes for Equity Coalition accepts gifts at all levels, which can be deposited into fund code 687591
- Your contact person is Owen Devine at o.devine@northeastern.edu

NUImpact

A student-led social impact investment initiative housed in the D'Amore-McKim School of Business, NUImpact (<https://nuimpactinvesting.com>) empowers undergraduates to deploy capital through experiential learning and community engagement.

- Students of NUImpact learn how to generate measurable social progress along with a financial return.
- The group invites donations in the NUImpact Fund from like-minded philanthropists who share the desire to address social challenges faced by underserved stakeholders in the Boston area.
- How it works: Each semester, NUImpact's interdisciplinary team, comprising more than 60 undergraduates, identifies startups in Boston with objectives that align with the program's own, paying particular attention to minority-owned companies. After a rigorous vetting process, NUImpact's student analysts pitch potential investments for approval to the student-led investment committee, which in turn votes on prospective investments and submits their final selection to Northeastern's Office of General Counsel for final approval. Investments are then made in the chosen venture along with a portfolio management contract, and over time, returns are reinvested back into the fund.

Fundraising for NUImpact:

- Gifts of \$25,000 will allow NUImpact to make an individual investment in an area nonprofit
- An endowment gift of \$750,000 will allow NUImpact to make an individual investment in an area non-profit each year
- NUImpact accepts gifts of all levels, which can be deposited into fund code 687588
- Your contact person is Karan Kishorepuria at kishorepuria@northeastern.edu

Community Service Grants Initiative

This fund (<https://communityengagement.northeastern.edu>) provides thousand-dollar grants to local organizations to keep them robust and increase their impact.

- From Cradles to Crayons to Artists for Humanity, from the Boston YMCA to the St. Ambrose Family Shelter, local nonprofits benefit from the Community Service Grants Initiative at Northeastern to support their critical missions and lift up the people they serve.
- In light of the COVID-19 outbreak, Northeastern has adapted the purpose and scope of the initiative to respond to the emerging challenges affecting local communities.

- The initiative recently awarded funds to support website and digital service development, purchased goods to meet the basic needs of community members, and created emergency funds in response to COVID-19.
- Philanthropy will help the initiative direct funding to their partners as they continue to buoy their communities during the pandemic.

Fundraising for the Community Service Grants Initiative:

- Gifts of \$1,000 will provide grants to local area agencies
- Gifts of \$25,000 will allow for the establishment of a named spendable fund to pay out \$1,000 grants to local area agencies
- Gifts of \$100,000 + will establish a named endowment that will provide yearly income that will pay out \$1,000 grants to local area agencies
- Unrestricted gifts should be directed to the Center for Community Service Fund code 644710

[Northeastern University Public Evaluation Lab](#)

The Northeastern Public Evaluation Lab, known as NU-PEL, (<https://bouve.northeastern.edu/nu-pel>) is an interdisciplinary team comprised of faculty and student teams conducting evaluation research on what is and is not successful in various community programs that leads to healthier communities and enhances the lives of those living within them. These faculty help community organizations by assessing their program evaluation readiness; preparing the evaluation section of grants for them; leading the evaluation component in large projects; and linking faculty to each other, to community partners, and the larger evaluation field.

Through consultation expertise, methodological workshops, direct student supervision, and software training, the lab supports interdisciplinary evaluation teams that work directly with community partners as they seek to better understand their program's impact. This evaluation hub connects undergraduate and graduate students with faculty and staff who are deeply passionate about campus-community collaborations, and philanthropy to support its work widens its reach and deepens its impact on deserving nonprofits.

Fundraising for NU-PEL:

Restricted gifts (\$25,000 current use, \$100,000 endowed minimum):

- \$20,000 will fund a multigenerational research team of students (one undergraduate, masters, and doctoral student) to work on program evaluations for one semester; \$40,000 for one academic year.
- An endowment of \$125,000 will fund one undergraduate and one master's student for a semester each year.
- Unrestricted gifts should be directed to the Lincoln-NU-PEL designation code 685225
- For more information, contact Tiana Yom, Program Director, at t.yom@northeastern.edu