

The Connection



20 Years of Granting Support for Success

January / February 2010

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Welcome to The Connection, a newsletter that will provide updates on the Highland Street Foundation's programs, charitable investments and non-profit resources. We will be sharing this newsletter every quarter and welcome your feedback. To learn more about these or other programs, please visit our website at www.highlandstreet.org or e-mail me at bjordan@highlandstreet.org.

Sincerely,
Blake Jordan
Executive Director

Free Fun Fridays 2010

Based on the success of HSF's 2009 Free Fun Fridays, the HSF Trustees have decided to again provide free admission to Massachusetts' museums and attractions.

HSF is expanding the program to include approximately 25 museums and attractions from various parts of the state. Many of the organizations who participated last year are participating again, with the addition of some of the smaller, more specialized attractions, which will be featured during a Grand Finale weekend over Labor Day.

Keep an eye on our [website](#) and our [Twitter](#) page for more information.



HSF To Host Data Security Seminar

On Tues, March 23rd, the Highland Street Foundation will host a seminar for non-profits and foundations on the new MA data security law. The seminar will be held from 8:30 to 10 a.m. at the City Year headquarters at 287 Columbus Ave in Boston.

The Comprehensive Massachusetts Data Security Law is the toughest data protection law in the country. All Massachusetts organizations and companies are required to comply by the March 1, 2010 deadline. Compliance involves establishing administrative, technical, and physical safeguards for protecting "personal information" that are appropriate to the size and financial resources of your organization. "Personal information" is defined as the first name and last name or first initial and last name of a Massachusetts resident and one of the following of such resident: Social Security number, driver's license number, or state-issued identification number; or financial account number, or credit or debit card number.



Highland Street is partnering with Teresa Belmonte from Hemenway & Barnes, Norm Posner from Samet & Company and John Newman, Director of Application Development, from the Museum of Fine Arts to address the following issues: How does the regulation impacts MA non-profits? What are the practical business benefits of setting data security best practices? How has another non-profit successfully implemented these best practices to meet the regulation?

To RSVP, please e-mail [Kim Bristol](mailto:Kim.Bristol@highlandstreet.org) at Highland Street Foundation by Mon, March 15th.

Highland Hitters Program Continues to Grow

The Highland Hitters program was created to provide non-profit organizations with tickets and food vouchers for up to 100 individuals to attend a Red Sox game at the historic Fenway Park. As part of the Highland Hitters experience, the Highland Street Foundation provides not only Red Sox tickets, but also specially customized t-shirts and hats. In the program's second year, participants also got to experience the excitement of viewing batting practice, receiving a visit from Red Sox Mascot "Wally", and seeing a special welcome message on the Jumbotron.

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Now in it's third year, the program has been expanded yet again to enhance the experience. In addition to receiving a Red Sox ticket, hats, t-shirts, and food vouchers, attendees will also receive a Red Sox wristband, a Red Sox book, and a disposable camera to capture the game.

In addition, HSF will be creating an online nomination form to allow visitors to nominate a non-profit to receive tickets to a Red Sox game as part of the Highland Hitters program. Keep an eye on www.highlandstreet.org for more information in the coming weeks.

Highland Street Partners with Bruins

Building upon the success of the Highland Hitters partnership with the Red Sox, the Highland Street Foundation will soon launch a similar experience with the Boston Bruins.

Partnering with the Boston Bruins Foundation, HSF has chosen three non-profit organizations to attend Boston Bruins games this season: Boys & Girls Club of Metrowest, Best Buddies, The Plummer Home for Boys, and the Home for Little Wanderers.



In addition to the tickets, groups also receive shirts, hats, and concession cards, which can be used to purchase food, drinks and or souvenirs while the group is at the game.

About Highland Street Foundation

The Highland Street Foundation is committed to addressing the needs and concerns of children and families in Massachusetts and California. We direct our efforts to provide access and opportunities in the area of education, housing, mentorship, healthcare, environment and the arts. For more information, please visit www.highlandstreet.org or e-mail bjordan@highlandstreet.org.