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The Connection



GRANTING SUPPORT FOR SUCCESS

October 2011

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Free Fun Fridays Wraps Up Third Season of Record- Breaking Numbers!

More than **162,000** people participated in Free Fun Fridays this summer. HSF thanks the 36 cultural institutions which partnered with us on this initiative. We also want to acknowledge our thousands of facebook friends, twitter followers and bloggers who helped us spread the word about Free Fun Fridays.



Blake Jordan, Executive Director, Highland Street Foundation, recently spoke with the *Boston Globe* about Free Fun Fridays. Click [here](#) to read more.

THIS JUST IN... HSF hosts Public Relations Seminar



On Thursday, September 29, HSF hosted a seminar for nonprofit organizations on *Building an Effective PR Plan*. **Ann Carter, CEO, Rasky Baerlein Strategic Communications** and **Susan Ryan-Vollmar, Principal, Influence Consulting** shared their expertise on how nonprofit organizations should position themselves with the media. They explored various topics including aligning your message with your mission; generating story ideas for reporters; and crisis communications.

To download Ann and Susan's presentations, visit our website www.highlandstreet.org.

Highland Hat Tricks Kicks-Off with 2011 Stanley Cup Champions!

In partnership with the Boston Bruins, Highland Hat Tricks provides nonprofit organizations with hockey tickets, food vouchers and individual gift bags. The program kicks off on Monday, October 10th with clients from [Heading Home](#) and [Families First](#), attending the game against the Colorado Avalanche. Collectively, these organizations serve more than 6,000 individuals and families per year.



Highland Hat Tricks is one of a trio of sports partnerships which also includes [Highland Hoops](#) with the Boston Celtics and [Highland Hitters](#) with the Boston Red Sox.

GO BRUINS!!

Partner Spotlight: HSF salutes the Massachusetts Military Heroes Fund

Highland Street Foundation is proud to support Massachusetts Military Heroes Fund (MMHF). On Sunday, September 11th, a **National Day of Service and Remembrance**, MMHF gathered hundreds of volunteers, military, 9/11 families and dignitaries to assemble more than 1,000 military care packages for active service men and women. To learn more about MMHF, visit www.massmilitaryheroes.org.



Busy Summer at TADpole Playground



Highland Street Foundation wrapped up another season of summer programming at TADpole Playground. As part of ReadBoston's Storymobile initiative, every Thursday from July 7 through August 18, children gathered at the playground to hear a different storyteller.



[TADpole Playground](#), created in loving memory of David J. McGrath, jr. will celebrate its 10-year anniversary in 2012. Stay in touch with Highland Street to learn about special summer programming to commemorate this milestone.

[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, health care, environment and the arts. For more information, please visit www.highlandstreet.org.

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