



Everyone 250 Signature Series

Host Committee



Host Committee

8.15.24 | 4PM

Zoom

MEETING AGENDA

I. Introductions

II. Overview and Priorities

III. Strategies & Goals

IV. Leadership Committee Discussion

Host Committee Members

Hilina Ajakaiye | TK Ankner | Brenda Bancel | Aixa Beauchamp | **Jeff Bellows** |
Charlene Bert | Liz Bialecki | Paul Butzenwieser | Jim Canales | Alix Cantave | Vanessa
Calderon-Roman | Jessica Castro | **Michael Curry** | Turahn Dorsey | Travonne
Edwards | Paul English | Robert Fernandez | Brian J. Focarino | Courtney Forrester |
Betty & Paul Francisco | Kevin Gayle | Tito Jackson | Myechia Minter-Jordan |
Cameron Knight | Sandy Lish | Juan Lopera | Melissa MacDonnell | Elaine Martyn |
Linda Mason & Roger Brown | José C. Massó III | Ali Mathias | Martin Meehan |
Thomas O'Brien | Tyler Petropulos | Colette Phillips | Congresswoman Ayanna
Pressley & Conan Harris | Colleen Richards Powell | **Alison Quirk** | Dr. Joan Reede |
Johanna Rodriguez | **Jerome Smith** | Yvonne Tang | Corey Thomas | Tim Warren



Overview & Priorities

2024 - 2026





Embrace Massó *¡Con Salsa!*

**SATURDAY, SEPTEMBER 14TH,
2024**

The Embrace Massó *¡Con Salsa!* International Music Festival (EMCS) is an electrifying celebration of music, culture, and social justice. EMCS embodies Embrace Boston's commitment to social change through the universal language of community, music, and placemaking. This dynamic event showcases the rich diversity of Latin and global rhythms, melodies, and traditions, uniting performers and audiences from around the world in a spirit of harmony and solidarity.

Named in honor of community activist, leader, and icon Jose Masso III, the longtime host of WBUR's "*¡Con Salsa!*," a bilingual Afro-Latin music program that's been on the air for nearly five decades, the festival pays tribute to his unwavering dedication to promoting cultural exchange and social justice through music.



1. How you can help

AMPLIFY THE IMPACT OF OUR WORK TOGETHER

Invite at least one person in your personal and professional networks and help us expand our reach by promoting the Everyone250 Signature Series in your social media channels.

EMBRACE MASSÓ ¡CON SALSA! INTERNATIONAL MUSIC FESTIVAL



**GRAMMY AWARD WINNING
LATIN JAZZ ICON**

**EDDIE PALMIERI
& HIS SALSA ORCHESTRA**

FREE CONCERT

**Saturday, Sept. 14th
1pm - 7pm**

**Boston Common
139 Tremont St., Boston, MA**

Embrace Massó ¡Con Salsa!

TOOLKIT

- Flyers, in English and Spanish ([click here](#))
- Email templates ([click here](#))



Arts and Culture Summit

THURSDAY, NOVEMBER 7TH, 2024

The Arts & Culture Summit in Boston is a pioneering gathering that unites leaders, funders, and advocates from diverse industries to develop sustainable cultural solutions. Initially launching with the Everyone250 initiative, which promotes equitable celebrations of America's 250th anniversary, the summit has expanded its focus to address equity, justice, and racial reconciliation post-pandemic and following the murder of George Floyd. It serves as a crucial platform for fostering meaningful discussions and forging partnerships that advance these goals within the arts and culture sector.

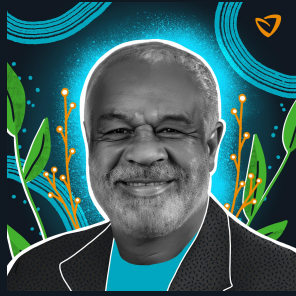


Embrace Honors MLK

SUNDAY, JANUARY 19TH, 2025

During the Martin Luther King Jr. Holiday, Embrace Honors MLK provides a platform to center Black joy, a narrative often overlooked in discussions of racial justice. As the world witnesses the ongoing struggles against anti-Blackness, cultural division, and political stratification, this event serves as a beacon of solidarity, celebrating the vibrancy and strength of Rev. Martin Luther King's message of the Beloved Community.

Embrace Honors MLK (EHMLK) is an uplifting and celebratory event that pays tribute to the legacies of Dr. Martin Luther King Jr. and Coretta Scott King while highlighting the importance of Black joy and community resilience. Held annually on the eve of Martin Luther King Jr. Day, this evening celebration is rooted in togetherness and community.







Embrace Honors MLK: Jan. 19, 2025

- Charlie Baker and Lauren Baker
- Bishop John and Sandra Borders
- Joseph D. Feaster, Jr. and Phyllis Ellison-Feaster
- Jill Medvedow and Richard Kazis
- Deval and Diane Patrick



1965 Freedom March 60th Anniversary

WEDNESDAY, APRIL 23, 2025

The year 2025 marks the 60th Anniversary of the 1965 Freedom Rally. The rally took place on April 23, 1965, with over 20,000 people marching on Boston Common to protest racial imbalance in housing and schools. The march began at Carter Playground, at the corner of Columbus Ave., and ended at Boston Common. Martin Luther King led the march from Roxbury to Boston Common. As part of the Everyone 250 Initiative and other 250 celebrations, Embrace Boston, in collaboration with the City of Boston and other community partners, will recreate this historic march from Carter Playground in Roxbury to the Embrace Monument/Parkman Bandstand.



Embrace Ideas Festival

WEDNESDAY, JUNE 18, 2025

FRIDAY, JUNE 20TH, 2025

The Embrace Honors Juneteenth and Embrace Ideas Festival is an annual celebration rooted in arts, culture, and public scholarship. It culminates in the observance of the Juneteenth Holiday. This multi-day gathering convenes local, state, and national leaders to amplify anti-racism efforts, uplift unsung heroes, and envision transforming Boston by 2030.

One of the festival's core principles is its intentional alignment with Juneteenth, a vital holiday commemorating the emancipation of enslaved African Americans. By centering the festival around Juneteenth, Embrace Boston seeks to honor those who have long celebrated this occasion and extend an invitation to those who may be new to its significance, fostering a collective effort to construct a new national monument of remembrance and progress.

2. How you can help

SAVE THE DATE: UPCOMING ACTIVATIONS, HOST COMMITTEE, STRATEGIC MEETINGS

Programmatic Activations

Embrace Massó ¡Con Salsa!: 9.14.24

Arts and Culture Summit: 11.7.24

Embrace Honors MLK: 1.19.25

1965 Freedom March 60th Anniversary: 4.23.25

Embrace Honors Juneteenth and EIF 6.18-6.20.25

Quarterly Meetings (one-hour)

Aug. 15, 2024 @ 4pm

Oct. 15, 2024 @ 4pm

Feb. 13, 2025 @ 4pm

Apr. 15, 2025 @ 4pm

Strategic Meetings (30 minutes)

9.10.24 & 9.24.24

11.19.24 & 12.5.24

3.6.25 & 3.18.25

5.8.25 & 6.3.25

How you've helped so far

\$195,000 (3.9%) raised, \$5M goal

A Heartfelt Thank You to our Loyal Partners
5 Sponsorships and 1 Donation Unlocked

Jeff Bellows at Blue Cross Blue Shield of Mass: \$100,000
Jerome Smith at Amazon: \$50,000
Javier Juarez at Latino Equity Fund - \$10,000
Anya and Corey Thomas: \$10,000
Dr. Myechia Minter-Jordan at CareQuest: \$10,000
José C. Massó, III - NRG: \$10,000
Greg Wilmot at NeighborHealth: \$5,000

Fundraising Milestones:

September 30th: 10%	\$500,000
October 30th: 25%	\$1.25M
January 31st: 50%	\$2.5M
June 30th: 75%	\$3.75M
January 31st: 100%	\$5M

3. How you can help

IDENTIFY STRATEGIC PARTNERSHIPS AND HELP US SET UP INTRODUCTIONS

Use the following resources as you reach out to your contacts:

[Toolkit - Masso con Salsa](#)

Bank of America | Cooley | Boston Capital Management | Boston Private Bank & Trust Company | **Cambridge Savings Bank** | Cambridge Trust | **CapitalOne** | Comcast | Emerson College Enterprise Mobility | Equitable | Fenway Sports Group | G.E. | Gilbane | Gillette | Happy Valley | Harvard University | Hershey Family Foundation | M&T Bank | **MFS** | Microsoft | Mintz | **New Balance** | Patriots Foundation | PNC Skanska | PWC | Reebok RSM | Santander | Sasaki | **Schwab Charitable Fund** | South Cove | Takeda | Toast Inc. | **TJX Companies** | Waters Corporation | Wells Fargo | WilmerHale | Windwalker Group | Winn Managed Properties, LLC | WinnDevelopment

THANK YOU.

