



Do Businesses Have a Role in Improving Communities / Children's Health

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Popular Company Work/Life Programs

- Flex Time/Part Time
- Employee Assistance Programs
- Paid Volunteer Days
- Company Matching Gifts
- Paid Time off School-related Activities
- Tuition Reimbursement
- Back- up Child Care

Traditional Community Outreach Vehicles

- Grants
- Volunteers
- Non-profit Board Placements
- In-Kind

Key Corporate Stakeholders

- Employees
- Customers
- Community
- The Environment
- Human Rights
- Diversity

Why Invest in Children's Health?

- Documented evidence that good health outcomes are linked to long-term productivity
- Vested self interest
 - Fueling the next generation's workforce
- Corporate citizenship role in creating healthy communities

Corporate Citizenship In Action

- Boston After-school Partnership for All
- Jump Up and Go
- Watch Your Mouth Campaign

Strategic Corporate Community Involvement

- Leverage Corporate Expertise
- Public/Private Partnerships
- Identify Measurable Outcomes
- Sustainability Goal

Thank You

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