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**Extra! Extra!**

How to distribute a media release about your grant

Cummings Foundation will distribute a general media release to the major Boston outlets in early June. We ask that grant recipients send personalized releases announcing their awards to the local publications in their communities as well as any relevant industry publications.

**2. Identify local media**

* Newspapers serving your community
* Online news sites for your area or industry
* Relevant blogs
1. **Write the story**
* Use all or parts of the template, inserting your nonprofit’s details and quotes in the highlighted portions.
* Or write your own from scratch!

**3. Add a visual**

* Snap a photo with staff, volunteers, or clients holding the grant poster.
* Visit a “photo station” at the Grant Winner Celebration to have your picture taken with a Cummings Foundation representative. These pictures will be available for free download in the days following the event at [**flickr.com/ photos/cummingsproperties/albums**](https://www.flickr.com/photos/cummingsproperties/albums).

**4. Distribute the release**

* Go to each publication’s website to find the editor’s name and email.
* Draft a brief cover email to the editor. Just a few sentences is fine –the release will tell the whole story.
* Post the release on your own website for your supporters to see.
* When the story is published, share it via social media.

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**TEMPLATE**

**FOR IMMEDIATE RELEASE**

**Contact:** CONTACT NAME, ORGANIZATION, PHONE, EMAIL

**Contact:** Alison Harding, Cummings Foundation,781-932-7093, aeh@cummings.com

**ORGANIZATION Awarded $XXX,XXX Cummings Grant**

*CITY/TOWN nonprofit receives 3 [or 10] years of funding from Cummings Foundation*

CITY, MONTH XX, 2024 – ORGANIZATION is one of 150 local nonprofits that will share in $30 million through Cummings Foundation’s major annual grants program. The CITY-based organization was selected from a total of 715 applicants during a competitive review process. It will receive $XXX,XXX over three [or 10] years.

**CONTINUED** ⮚

ONE- TO TWO-SENTENCE DESCRIPTION OF ORGANIZATION

QUOTE ABOUT WHAT RECEIVING THE GRANT MEANS TO THE ORGANIZATION

BRIEF DESCRIPTION OF WHAT THE ORGANIZATION PLANS TO DO WITH THE GRANT FUNDS

The **Cummings $30 Million Grant Program** primarily supports Massachusetts nonprofits that are based in and serve Middlesex, Essex, and Suffolk counties, plus six communities in Norfolk County: Brookline, Dedham, Milton, Needham, Quincy, and Wellesley.

Through this place-based initiative, Cummings Foundation aims to give back in the areas where it owns commercial property. Its buildings are all managed, at no cost to the Foundation, by its affiliate, Cummings Properties. This Woburn-based commercial real estate firm leases and manages 11 million square feet of debt-free space, the majority of which exclusively benefits the Foundation.

“Greater Boston is fortunate to have a robust, dedicated, and highly capable nonprofit sector that supports and enhances the community in myriad ways,” said Cummings Foundation executive director and trustee Joyce Vyriotes. “The entire Cummings organization is thankful for their daily work to help all our neighbors thrive.”

The majority of the grant decisions were made by nearly 100 community volunteers. They worked across a variety of committees to review and discuss the proposals and then, together, determine which requests would be funded. Among these community volunteers were business and nonprofit leaders, mayors, college presidents, and experts in areas such as finance and DEI (diversity, equity, and inclusion).

“We believe strongly that grant decisions will be more equitable when made by a diverse group of community members,” said Vyriotes. “We’re incredibly grateful to the dozens of individuals who participated in our democratized philanthropic process.”

The Foundation and volunteers first identified 150 organizations to receive three-year grants of up to $300,000 each. The winners included first-time recipients as well as nonprofits that had previously received Cummings grants. Twenty-five of this latter group of repeat recipients were then selected by a panel of community volunteers to have their grants elevated to 10-year awards ranging from $300,000 to $1 million each.

This year’s grant recipients represent a wide variety of causes, including housing and food insecurity, workforce development, immigrant services, social justice, education, and mental health services. The nonprofits are spread across 49 different cities and towns.

Cummings Foundation has now awarded $500 million to greater Boston nonprofits. The complete list of this year’s 150 grant winners, plus nearly 2,000 previous recipients, is available at [www.CummingsFoundation.org](http://www.CummingsFoundation.org).

**About ORGANIZATION**

ADD BOILERPLATE OR BRIEF DESCRIPTION OF ORGANIZATION.

**About Cummings Foundation**

Woburn-based Cummings Foundation, Inc. was established in 1986 by Joyce and Bill Cummings of Winchester, MA and has grown to be one of the largest private foundations in New England. The Foundation directly operates its own charitable subsidiaries, including New Horizons retirement communities, in Marlborough and Woburn, and Cummings Health Sciences, LLC. Additional information is available at [www.CummingsFoundation.org](http://www.CummingsFoundation.org).

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PHOTOS: ADD CAPTIONS FOR TWO OR THREE PHOTOS THAT YOU PROVIDE