



Massachusetts Association of Community Health Workers

434 Jamaicaaway, Jamaica Plain, MA 02130

4th Annual Meeting Sponsorship & Recognition Opportunity

July 2010

Dear Colleague,

For the past ten years, organizations like yours have given back to our community by becoming sponsors of the Massachusetts Association of Community Health Workers (MACHW). **We invite you to lead us into the next decade by becoming a sponsor of our Fourth Annual Meeting.**

Through MACHW's 4th Annual Meeting your organization will be recognized as a leader and supporter. Our three-tiered sponsorship approach makes sponsorship possible for organizations of varying sizes. Depending upon the level of sponsorship, your organization will be recognized through a variety of communication vehicles (see attached "Sponsorship Opportunities and Recognition" form).

MACHW's 4th Annual Meeting will be held on Thursday, September 16, 2010, at the Hoagland-Pincus Conference Center in Shrewsbury, MA. Our theme this year is *Community Health Worker Call to Action: Mobilizing Communities, Shaping Policies, and Promoting Healthy Communities*. It will be a full day event comprised of health related workshops, networking opportunities, lunch, and awards.

Community health worker (CHW) is an umbrella term and job titles under this umbrella include outreach educator, patient navigator, community coordinator, promotora de salud, and over 50 other titles. With unemployment rates rising and more people newly eligible for publicly funded programming, there is a greater need to organize CHWs to ensure that they maintain funding to connect people to the services they need, including fuel assistance, housing, finding a primary care physician, obtaining health insurance or connecting community members with chronic disease prevention programs. Working for community health centers, hospitals and numerous other health and human service agencies, CHWs are a vital connection to vulnerable populations and reflect the communities they serve.

Your generous support will allow MACHW to continue to:

- define and strengthen the profession of community health work;
- foster leadership among CHWs; and
- promote the integration of CHWs into the health care, public health and human service workforce.

MACHW is a leader and resource for CHWs and other stakeholders across the Commonwealth through our advocacy, website, e-newsletters and regional meetings. Currently, MACHW is in the process of becoming accredited as a non-profit organization, but in the meantime, the Massachusetts Public Health Association (MPHA) is our fiscal agent. MPHA has 501(c)3 status and their tax exemption number is 04-2326503.

We are at an important juncture where your leadership and organizational support will make a difference to the future success of MACHW. Please complete and return the attached sponsorship form **by September 1st**.

Contact Cindy Marti, MACHW's Policy Director with any questions. She can be reached at 617-524-6696 x108 or cmarti@mphaweb.org. For more information about MACHW, visit www.machw.org.

Thank you for your contribution to MACHW and the community health worker movement at this crucial time!

Respectfully,

Antonia Blinn
Antonia Blinn
Fiscal Officer

Sharon Henderson
Sharon Henderson
Board Member

Cindy Marti
Cindy Marti
MACHW Policy Director