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PRESS RELEASE

VICTORY PROGRAMS AND BANK OF AMERICA: BUILDING A PARTNERSHIP BEYOND FUNDING

Boston (April 16, 2018) – Often, when we talk about partnerships between corporations and non-profits what we are really referring to is the financial relationship of corporate grants and sponsorships. More and more often, however, corporate donors are looking for opportunities to build meaningful relationships with the organizations they support beyond funding. Examples include staff participation in drives for in-kind donations, volunteer opportunities, and site-visits. This additional support should have a meaningful impact on both organizations and deepen the relationship between the non-profit beneficiary and their corporate partner.

This has certainly been the case in a growing relationship between Victory Programs and Bank of America over the past two years. A relationship that started with two years of grants to support Victory Programs’ three family shelters has grown into a deeper, more significant relationship for both organizations.

In May of 2017, Bank of America contacted Victory Programs about other opportunities to assist with client needs. At the time, Victory was just a few weeks away from opening the doors of a 24-bed women’s residential substance addiction recovery program in a newly-restored Victorian Home in Roxbury. Bank of America sprung into action, organizing an employee drive to assemble welcome kits complete with personal care items and bedding for each resident. A BOA volunteer team not only delivered the goods but helped make the beds and set up the rooms before the women arrived!

Victory Programs received an additional in-kind gift from Bank of America in August of 2017 in the form of four beautifully framed paintings to hang on-site at programs for both clients and direct service staff to enjoy. Quality, framed artwork helps give residential programs a “homey” feel and is important for fostering a safe, welcoming atmosphere.

For Victory Programs’ 2017 Celebration of Life, an annual holiday dinner for hundreds of individual living with HIV/AIDS, Bank of America again came through with both 400 winter survival gift bags filled with personal items and cold-weather gear, as well as VIP volunteers to help serve the sit-down, family-style meal that is the heart of the event. This event, originated by Victory Programs’ Boston Living Center more than 30 years ago, was founded to reduce isolation for individuals with HIV/AIDS and give them a chance to celebrate the holidays with their peers.

Most recently, a large group of Bank of America volunteers rolled up their sleeves to “dig in” at Victory Programs’ ReVision Urban Farm as part of an ongoing permaculture project to minimize erosion and prepare beds for the 2018 growing season. This project will greatly enhance the farm’s productivity and efficiency.

The growing partnership between Victory Programs and Bank of America has truly been a boon for both of our organizations.



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About Victory Programs

Victory Programs has more than 40 years of experience opening doors to hope, health and housing for individuals and families in need. Since its inception in 1975, the agency has expanded to 19 health, housing and prevention

programs providing shelter and recovery services for up to 2,500 people annually. Victory Programs has a storied history of responding to emerging needs in the community – from being one of the first agencies in Massachusetts to allow HIV positive clients into its addiction recovery programs in 1981 to launching a mobile prevention unit in 2015 to reach individuals and families in the community. Throughout its organizational growth, Victory Programs' commitment to those struggling with homelessness, drug and alcohol addiction and chronic illnesses like HIV/AIDS always remains its top priority. For more information about Victory Programs visit vpi.org or call 617-541-0222.