



Leaders at the Core of Better Communities

**2015 Local Government Excellence Awards Program  
Program Excellence Awards Nomination Form**  
(All programs nominated must have been fully operational for a minimum of 12 months, prior to January 31, 2015)

**Deadline for Nominations: March 3, 2015**

Complete this form (sections 1 and 2) and submit with your descriptive narrative.

**SECTION 1: Information About the Nominated Program**

Program Excellence Award Category (select only one):

- Community Health and Safety
- X Community Partnership
- Community Sustainability
- Strategic Leadership and Governance

Name of program being nominated: Team Brookline- Brookline’s Official Boston Marathon Team

Jurisdiction(s) where program originated: Town of Brookline, Massachusetts

Jurisdiction population(s): 59,000

Please indicate the month and year in which the program you are nominating was fully implemented. (Note: All Program Excellence Award nominations must have been fully implemented for at least 12 months prior to January 31, 2015, to be eligible. The start date [on or before January 31, 2014] should not include the initial planning phase.)

Month: April Year: 2013

Name(s) and title(s) of individual(s) who should receive recognition for this award at the ICMA Annual Conference in Seattle, Washington, September 2015. (Each individual listed MUST be an ICMA member to be recognized.):

Name: Mel Kleckner

Title: Town Administrator Jurisdiction: Town of Brookline, MA

## **SECTION 2: Information About the Nominator/Primary Contact**

Name of contact: Mel Kleckner

Title: Town Administrator Jurisdiction: Town of Brookline, MA

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City: Brookline State/Province: MA

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# TEAM BROOKLINE

Brookline's Official Boston Marathon Team

Proudly Building Community and Supporting Critical Needs through  
Town/Nonprofit Collaboration



**Town of Brookline, Massachusetts  
ICMA's 2015 Program Excellence Awards  
Community Partnership Award Nomination**

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**Municipality:** Town of Brookline, Massachusetts

**Project Title:** Team Brookline- Brookline's Official Boston Marathon Team

**Official:** Mel Kleckner, Town Administrator  
333 Washington Street  
6th Floor  
Brookline, MA 02445  
(617) 730-2200

**Program Inception:** Boston Marathon, April 2013

**Involved Members:**

- Town of Brookline
- Brookline Community Mental Health Center
- Brookline Teen Center
- Brookline Education Foundation
- Brookline Library Foundation
- Boston Athletic Association

**Program Goals (All Achieved):**

- To strengthen the Brookline community – all who live, work and study in our municipality, through the Boston Marathon.
- To leverage a town asset (Boston Marathon invitational applications provided by the Boston Athletic Association) to build financial support for critical services and programs provided by Brookline nonprofit organizations through an equitable, inclusive, and collaborative process.
- To foster Town pride and civic engagement among Brookline residents and businesses.

- To educate Town residents about the role and impact of Brookline’s nonprofit agencies.

**Strategy:**

- 1.) The Board of Selectmen adopted a policy articulating the Town’s overall goals in creating the Team Brookline program.
- 2.) The Town contracted with Brookline Community Mental Health Center (The Brookline Center) to help implement the policy and manage the program.
- 3.) Working with the Brookline Center, the Town issued an open call for applications from Brookline-based nonprofits.
- 4.) Board of Selectman named four nonprofits (including the Brookline Center) as “participating organizations” for a three-year period.
- 5.) Participating organizations recruited runners from the Brookline population-at-large; Team Brookline staff and participating organizations secured local business sponsors.
- 6.) Brookline residents volunteered over the six-month season to support the team at weekly training runs and staffed three cheering/water stations along the race course on Marathon Monday.
- 7.) The Town engaged its Department of Recreation and others to help the team with transportation and other needs.

**Results:** Team Brookline has achieved great success in all of its goals: exceeded its charitable fundraising goals; created synergy and collaboration among key non-profit organizations; offered a top-notch team program for local runners; and engaged the community throughout marathon training season and on Marathon Monday.

Charitable fundraising revenue:

	<b>2013</b>	<b>2014</b>
Team Brookline Application Fees		\$ 1,625
Business and Community Support	\$ 11,344	\$ 18,685
Runner Fundraising	<u>\$ 151,058</u>	<u>\$ 249,998</u>
<b>Total</b>	<b>\$ 162,402</b>	<b>\$ 270,308</b>

**Cost:** The costs of running the Team Brookline program include staff (training coach, team manager, administrative support); runner apparel; team trainings, meetings and

events; and marketing. Expenses were \$45,000 for the 26-member 2013 team and \$61,000 for the 42-runner 2014 team.

### **Program Summary:**

Since its inception, the Boston Marathon has combined athletic achievement with the celebration of history and community. The tradition and legacy of the Marathon and Patriot's Day is rooted deeply in the culture of Boston and its surrounding cities. As one of eight communities located along the Boston Marathon route, the Town of Brookline is greatly honored to be a part of this tradition.

As a host community, the Town of Brookline is granted invitational applications by the Boston Athletic Association (BAA). Invitational applications (also referred to as "numbers," reflecting the number on the bib that race runners wear) allow runners to enter the race without meeting minimum performance standards; most are provided to nonprofit organizations through the BAA and its main sponsor, John Hancock Financial.

Boston Marathon numbers are a valuable Town asset and the Town has developed an innovative program to convert their value into a collaborative community-building opportunity that benefits all who live, work and go to school in Brookline.

In prior years, the Town (like many host communities) allocated some numbers to public safety department employees. The remaining numbers were provided to Brookline Community Mental Health Center (a free-standing outpatient health center that serves a 75% low-income client population and provides close to \$2 million in free and reduced fee care to town residents in need).

Interested in a broader and more strategic allocation of these marathon numbers, in 2013 the Town partnered with Brookline Community Mental Health Center to create Team Brookline – a collaborative group of four charitable organizations serving the Brookline community. In this new approach, the Town is able to partner with four nonprofit organizations, leveraging a limited town asset to expand fundraising capacity for critical services that benefit residents. This "win-win" initiative allows the Town to increase support for these services outside of the Town budget.

The past two marathon seasons have demonstrated the tremendous success and impact of this innovative program. Team Brookline maximizes opportunities for charitable fundraising, minimizes costs, and leverages shared administrative resources. Equally important, Team Brookline engages the entire community, fostering collaboration

among local nonprofit groups and creating community spirit among residents. Team Brookline staff has worked to create a wide web of community partnerships – engaging Brookline schools, the recreation department, representatives of Town government and others in the success of this initiative.

In its first year, Team Brookline's 2013 Boston Marathon team of 26 runners raised \$163,000. In its second season, Team Brookline's 2014 Boston Marathon team of 42-runners experienced even greater success, generating over \$270,000 in charitable contributions!

The Boston Marathon bombings deeply affected our community; many of the 4,700 runners (including 9 of our own team) who were unable to complete the race in April 2013 were stopped in Brookline and residents provided shelter, lodging, and support. In the days following the tragedy, Team Brookline became a rallying point for community-wide efforts to remember and to heal, and for our determination to reclaim the Boston Marathon as a source of joy and celebration of the human spirit.

Team Brookline 2014's motto was "Keep Strong and Marathon," and throughout a particularly cold and snowy winter, our runners brought hope to our community as they trained. Of the nine Team Brookline 2013 runners who did not complete the race, seven joined our 2014 roster in order to train and finish the race as part of Team Brookline. It is a testament to the strength of the team and the role it plays in our community that these runners volunteered to run and fundraise with the team using numbers provided directly to them by the BAA.

Team Brookline's success illustrates the remarkable opportunities made possible by an innovative idea that brings together Town government and nonprofit agencies around a common goal of community-building.