**MLK Scholars Key Messaging Guide**

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| **What is the MLK Scholars Program?** | * The MLK Scholars program offers meaningful summer work experience and personal development opportunities to 650 Boston teens at nearly 60 non-profit organizations.
* John Hancock works in close partnership with The Boston Globe, Boston University, Partners HealthCare and the City of Boston to offer this unique program.
* The MLK Scholars program is the largest, most comprehensive corporate summer jobs program of its kind in the country.
* 2019 marks the 12th year of the program.
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| **Who are MLK Scholars?** | * Scholars are Boston youth selected by nonprofit partners for their leadership potential.
* Scholars will provide critical capacity support to nonprofits as they further their missions, while gaining job readiness skills.
* Scholars represent our next generation of civic and business leaders, who will help us build a healthier and more equitable Boston.
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| **What will Scholars gain from this experience?** | * Scholars are employed for approximately 20-25 hours a week at their nonprofit worksites.
* In addition, Scholars will also …

Attend a workshop series called **Leadership Forums**, held on Fridays at Agganis Arena throughout the summer. The Forums are designed to help develop job readiness skills and build connections with other scholars and volunteers from around city. Complete an **online financial literacy course** through EVERFI. EVERFI’s platform helps scholars manage their financial lives and help them achieve future-oriented goals. |
| **Why is this program important?** | * Economic empowerment and financial knowledge are critical for young people, and meaningful work experience builds long-term positive financial behaviors and skills.
* For too many, these frankly aren’t accessible. A primary goal of the MLK Scholars Program is to level the playing field.
* A diverse pool of talent is important to the future success of Boston’s businesses, as well as the strength of our communities.
* The program helps generate conversation around community investments and promotes positive changes in public policy.
* The program creates shared value for individuals, communities, not-for-profits and businesses:
	+ **The scholars** will have improved career readiness and a sense of community connection that makes them likely to remain civically engaged and employed throughout their lives.
	+ Sociocultural **neighborhood** barriers are broken down.
	+ Our **nonprofit community** receives increased capacity building and support for youth programming to build upon their missions.
	+ Creates a more diverse, representative talent pipeline for **local businesses.**
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