



## **Boston CASA Partners with Teak Media + Communication to Amplify Growth and Impact**

*The Boston-based PR agency will lead storytelling initiatives as Boston CASA scales its impact across Suffolk and Middlesex Counties*

**BOSTON (May 15th, 2025)** — [Boston CASA](#), the only organization that recruits, trains, and supports community volunteers to serve as Court Appointed Special Advocates (CASAs) for children in Suffolk and Middlesex Counties who have been separated from their homes due to neglect and abuse, has partnered with [Teak Media + Communication](#) to support its ambitious plan to triple the number of children served by 2028.

“We need to serve more children. Right now, only 15% of eligible youth have a CASA by their side, and that’s not nearly enough,” said Nicole Stewart, Executive Director of Boston CASA. “Storytelling helps people understand urgency and impact. When people hear what these kids are up against — and what’s possible with a CASA — they’re moved to act. Partnering with Teak Media will help us grow the awareness, support, and resources we need to reach every child who deserves an advocate.”

Teak Media + Communication is New England’s only strategic communications firm that exclusively serves mission-driven organizations. Over nearly three decades, Teak has represented some of the region’s most impactful nonprofits, including the New England Aquarium, Project Bread, Big Brothers Big Sisters of Eastern Massachusetts, Dana-Farber Cancer Institute and The Home for Little Wanderers. The firm is known for elevating visibility through powerful, purpose-driven storytelling. The award-winning PR agency is a Certified B Corp.

Together, Boston CASA and Teak Media will launch a series of campaigns that elevate the voices of youth, and the Court Appointed Advocates (CASAs) who serve them. These stories will demonstrate the value of CASA advocacy and galvanize public support to ensure every child in foster care has someone by their side.

“The most effective PR campaigns go beneath the surface to reveal the people doing the work and the untold stories of lives being changed,” said Jackie Russell, President and Founder of Teak Media + Communication. “We’re honored to partner with Boston CASA to increase their exposure. This will help people understand the need and the ways they can help. Through it, our hope is that more children will get the assistance that will positively alter their lives.”

Developed in collaboration with [Harvard Business School Association of Boston’s Community Action Partners](#) (CAP), the Plan for Growth outlines a path to scale Boston CASA’s impact by doubling its budget and expanding its reach from 15% to 47% of eligible children in foster care. The strategy includes increasing fundraising by 20% year-over-year, strengthening data systems, and investing in volunteer training and recruitment to meet rising demand. Strong communication, that helps the organization tell its story, attract new supporters, and build momentum, is a key lever in this growth. To support this vision and help bring a CASA to every child who needs one, make a contribution [at bostoncasa.org/donate](https://bostoncasa.org/donate) or apply to be a CASA volunteer at <https://bostoncasa.org/the-casa-application-process/>.

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### **About Boston CASA**

Boston CASA recruits, trains, and supports volunteers to serve as Court Appointed Special Advocates (CASAs) in Suffolk and Middlesex Counties for children removed from their homes due to abuse and neglect, most of whom end up in foster care. Unlike mentors, CASAs work within the child welfare system, advocating directly in court and alongside DCF to ensure children in foster care receive the support, stability, and services they need. Research shows that just one consistent adult can change a child’s trajectory—help us be that difference. Volunteer, donate, or support our mission at [www.bostoncasa.org](https://www.bostoncasa.org) . #ChangeAChildsStory

### **About Teak Media + Communication**

Teak Media + Communication is a strategic communications firm that positions responsible companies and nonprofit organizations to achieve widespread recognition that leads to increased revenue. As New England’s first Certified B Corp public relations firm, Teak Media has successfully promoted hundreds of nonprofits and socially responsible companies in Boston and around the globe. For more information, visit: [www.teakmedia.com](https://www.teakmedia.com).

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