



Upgrading a website with a 1917 kind of look

If you're wondering how to do meaningful corporate volunteer work, consider how **MetroCreate Studios** has done it.

Each year since 2009, the small Cambridge marketing firm has developed a free website for a New England nonprofit. This year's winner, chosen from 30 applicants, is the **Urban League of Eastern Massachusetts**, which is headquartered in Roxbury and offers free workforce development training.

MetroCreate's founder and CEO, **Eric Wing**, said the Urban League was selected largely because of how primitive its current site is. "If the Internet had been in existence in 1917, I'd guess that's when its website was from," he joked.

If you think that's a bit harsh, it's gentle compared to Urban League development director **Nancy Rachel Rousseau's** critique.

"If you saw our website, you'd wonder how we stay in business," she said. "It's extremely embarrassing. But the problem is [an upgrade] costs a lot, and we can't raise money that easily for that sort of thing."

That, and the organization doesn't have in-house technical expertise.

So she applied for MetroCreate's free program, and when she learned her application had been picked, "my first reaction was to cry," she recalled.

Wing estimates the value of the work at \$5,000. And heads up, nonprofits: He's already accepting applications for next year's free website program.

Past beneficiaries: **ArtSpace Maynard, Cambridge Art Association, Maynard Family Association, Spontaneous Celebrations, and Vincita Institute.** — SACHA

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