We ignite the collective power of our community to support individuals and strengthen families. Together, we are building a stronger Berkshire County.

BERKSHIRE UNITED WAY IMPACT REPORT

JULY 2020-JUNE 2021

3,516 donors

$2.01 million invested

21,211 lives impacted

* Totals include both Community Impact work and COVID-19 Fund efforts

Want to learn more? Explore our interactive Impact Report online
berkshireunitedway.org/impact-report

#HereForGood

Berkshire United Way
YOU HELPED

Early Childhood Development
1,903 children served
» 83% demonstrated development of social and emotional skills

Positive Youth Development
637 youth served
» 97% developed career readiness skills

Economic Prosperity
75 individuals enrolled in internships
» 97% met workplace expectations

Bridge to Self-Sufficiency
324 individuals received job training
» 44% maintained/improved financial stability goals

Volunteer Income Tax Assistance (VITA)
615 federal returns resulted in $1.02M back into the hands of Berkshire County residents

COVID19 Emergency Response Fund
40 grants distributed to 36 organizations
7,588 lives impacted

BUW WELCOMES NEW DIRECTOR OF COMMUNITY IMPACT

This past fall, Katherine von Haefen moved back to her native Massachusetts and is now serving as our new Director of Community Impact.

Katherine comes to BUW following a 20-year career at United Way of Greater Houston, where she most recently served as the mission and strategy manager leading a 16-member team in developing and implementing education and family financial stability initiatives while directing the execution of a new $45 million investment strategy into the Greater Houston nonprofit sector.

We are thrilled to have Katherine and her experience working for the Berkshire community, with her deep United Way roots and familiarity with the Community Impact model. She has already hit the ground running, meeting with community partners and preparing for the next round of grants.

“As I meet and visit each of our funded partners, I am impressed by the exceptional quality of programs. Individuals and families remain at the forefront and it is clear that dedicated staff are working hard to ensure positive outcomes for those who most need support. This focus is truly making Berkshire County a better community for all.”

– Katherine von Haefen
kvonhaefen@berkshireunitedway.org

Katherine gets a visit from young Pittsfield resident Lariyah just weeks into settling in as Director of Community Impact.

“Summer 2021 at Camp Russell was one of the most extensive campership campaigns in the club’s history. A grant from the COVID-19 Emergency Response Fund for Berkshire County helped make it possible for us to award camperships to every family who completed our financial aid application. That is a true measure of the success of this program!”

– Joe McGovern
CEO, Boys & Girls Club of the Berkshires

Thank you to Berkshire County Head Start, Railroad Street Youth Project, and Greenagers for providing our cover photos.
In 1999, Kate Murphy began her involvement with Berkshire United Way as a recipient of funding as director of the YMCA Childhood Center. Fast forward to 2010, when, as a consultant for the Massachusetts Department of Early Education and Care, she received an email inviting her to join a BUW “Think Tank.”

The goal of the new group was to dig deep into the gaps in education for Berkshire children. Educators from preschool to college came together to explore the whole spectrum of a child’s experience and developed recommendations for not only how BUW can support schools but how the business community can play a role in helping their employees navigate parenthood. The experience provided Kate with an insider’s view of our true value.

Then, BUW needed extra help with its book house program offering free books to the community. Nearing retirement, Kate eagerly jumped in, coordinating with dozens of other caretakers and restocking book houses that needed attention. Currently, there are 51 Berkshire Book Houses.

Every week, Kate stops at the BUW office, gathers books, and sets them out for kids and adults alike to grab. She is happiest when the books are disorganized in the house; it shows that people are “shopping around” for something to read.

“I can’t volunteer my time and make financial commitments to every organization, but BUW is at the top of my list for doing the most good with effective, well-thought-out strategies of Community Impact. It is how so many of us show that we are Here For Good.”

– Kate Murphy

“Volunteering gave me a chance to learn that despite how unpleasant our community can feel at times, there is a great number of people in our community that want to change that.”

– Caleb
Taconic High School student

During our first ever Here For Good Volunteer Month in April, community members of all ages donated many hours to food packing, cleanups, StoryWalks® and more. See more at berkshireunitedway.org/volunteermonth.

21 volunteer events
285 volunteers
1,125 volunteer hours

» These numbers are part of the overall volunteer totals

Local students help assemble meal packages at St. Mary’s School in Lee during our Here For Good Volunteer Month.

YOU VOLUNTEERED

521 total volunteers
5,083 total volunteer hours
51 Berkshire Book Houses

“'In my experience at the United Way MLK food drive, I felt good knowing that I helped a lot of people who were struggling, and that I couldn’t have done it without the other volunteers who were there.”

– Andrew
Taconic High School student

“Volunteering gave me a chance to learn that despite how unpleasant our community can feel at times, there is a great number of people in our community that want to change that.”

– Caleb
Taconic High School student
YOU GAVE

How the $$ was raised $2,714,855

Foundation Support $431,267 | 15.9%
Individual Gifts $630,229 | 23.2%
Corporate Gifts $375,399 | 13.8%
COVID-19 Fund $167,407 | 6.2%
Investment Income $118,059 | 4.3%
PPE Grant $119,000 | 4.4%
How the $$ was allocated $2,615,531

Total Community Impact $2,010,516 | 76.9%
Total Mgmt/General $165,851 | 6.3%
Economic Prosperity $270,510 | 13.5%
Designations to Other Nonprofits $83,012 | 4.1%
COVID-19 Fund $385,598 | 19.2%
Positive Youth Development $370,671 | 18.4%
Early Childhood Development $900,725 | 44.8%
How the $$ was invested $2,010,516

Fundraising for Cl $404,031 | 15.5%
Fundraising for Mgmt/General $35,133 | 1.3%
Investment Income $118,059 | 4.3%
COVID-19 Fund $167,407 | 6.2%
PPE Grant $119,000 | 4.4%

All figures from 2020 Form 990. For a complete financial report, visit berkshireunitedway.org/financial-info.

You do not need to have a fortune to give a lasting gift to Berkshire United Way. Planned gifts, both large and small, play a critical role in securing the future of your Berkshire community. Invested over time, any size gift can make a significant impact.

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"We get to live in this bucolic place and we’re here for good.”
– Fr. Sam Smith at our Greylock Society event at The Mount in early August
We extend special thanks to the following corporate and foundation donors whose support has made a difference

$250,000-$499,999
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* Deceased  * COVID-19 Emergency Fund for Berkshire County Donor  * Leadership Donor organizations who also ran CY20 Workplace Campaigns
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Thank you to our leading corporate investors to the Here For Good Fund.

Listings represent donations and gifts in kind to Berkshire United Way from July 1, 2020 to June 30, 2021. While every effort has been made to ensure the accuracy of this listing we apologize for any errors or omissions. Please contact us at 413.442.6948 with any adjustments.
You impacted 13,443 lives in 38 programs across 25 agencies

You are #HereForGood

Thank you to our community of supporters and volunteers!