OUR CHILDREN SUCCEED. YOUTH MAKE HEALTHY DECISIONS. OUR COMMUNITY THRIVES.
HOW WE CREATE LONG-TERM CHANGE:

SELF-SUFFICIENT AND ACTIVE RESIDENTS
An Engaged Community Gets Results

EARLY CHILDHOOD LITERACY
Reading Proficiently by Third Grade

FINANCIAL STABILITY
Maintaining Sustainable Employment

POSITIVE YOUTH DEVELOPMENT
Making Healthy Decisions
Lots of progress was made in the last year within our key focus areas of early childhood literacy, positive youth development, and financial stability. As you’ll see throughout this annual report, we’ve been able to reach a significant number of lives across Berkshire County, fund a variety of important programs, and lead the initiatives and coalitions the community needs to formulate sustainable change for a better future for us all.

The past year – our 90th year serving Berkshire County – has been a year of opportunity for us as we’ve retooled the structure of our staff to better serve the community’s growing needs. This has meant team members shifting to new, expanded roles, all with the express purpose of making an efficient, effective organization that continues to build on the trust we’ve earned from Berkshire County residents for nearly a century.

Even as we look back on all of the fantastic impact we’ve had over the last year, it’s impossible to not address the tragedies and loss of young people that our county had to endure alongside the triumphs. While we’re proud of the work we and our partners have accomplished, this tells us that there’s still so much more to do. We hope that by the time we sit down to reflect on our impact for next year’s annual report, we’re able to say that things have improved dramatically.

To do this, we need to be able to take our work to scale. While we are very proud that 83% of 896 children in Berkshire United Way-funded early childhood programs are showing social and emotional progress, we need to reach 100% of the 3,000 kids that need our assistance. This will be our focus for the coming year; there are undoubtedly challenges facing the community, such as the exit of SABIC, but we will continue to lead the way in building a community that is resilient and full of hope and opportunity.

We can’t do it alone: we all need to be a part of the change. Whether you contribute by giving financially, advocating for these key community issues to your friends, loved ones, and co-workers, or taking advantage of one of our many volunteer opportunities, we hope that you’ll help us achieve our goal of making Berkshire County a community where every individual and family lives, works, and thrives.
EARLY CHILDHOOD LITERACY

CHALLENGE

74% of children who are not reading at grade-level by third grade will continue to struggle as they progress through school.

HIGHLIGHTS

Launch of “Chapter One: Our Towns, Our Kids, Our Future”: This exciting initiative has brought together the families, communities, and organizations served by the school districts of Berkshire Hills, Farmington River, Lee, Lenox, Richmond, and Southern Berkshire in an effort to improve early childhood literacy for children from birth to age five. With recent statistics showing that only 63% of South County third graders are proficient readers, Chapter One is dedicated to closing the achievement gap by making early childhood literacy a shared priority in the community.

Cultural Literacy 101 for Early Educators: In September 2014, twenty local educators attended a training from Multicultural BRIDGE, an organization with a unique perspective on the cultural needs in Berkshire County, which provided them with a toolkit to demonstrate awareness and mutual respect of diverse cultures in the classroom. Most of the educators agreed that they’d like to be able to provide this training to the program staff that they work with.

Parent Café Series: Various sessions were held that provided a deeper dive into the topics most requested by attending families, giving parents a chance to hear from local educators and other parents on best practices and helpful resources. The sessions were well attended and received great feedback, with all of the participants noting that the session was helpful and offered them new information that they would be applying to their family life and goals.

RESULTS

On average, the 896 children enrolled in Berkshire United Way-funded quality early education programming attended a program for 31 hours per week, with funded partners reaching 94% of their projected number served.

81% of kids in Berkshire United Way-funded early childhood programs progressed or maintained their age appropriate stage of language development.

83% of students maintained or improved their reading level during out-of-school literacy programs funded by Berkshire United Way.

Pittsfield Promise delivered 762 literacy bags to newborns and 1,136 books to children.

Chapter One distributed 740 books to children.

Pittsfield Promise

Gladys Allen Brigham Community Center, Inc.
There were 76 individuals from 36 local alcohol-selling businesses certified in Training for Intervention Procedures (TIPS) for the responsible service, sale, and consumption of alcohol.

There were 76 individuals from 36 local alcohol-selling businesses certified in Training for Intervention Procedures (TIPS) for the responsible service, sale, and consumption of alcohol.

**CHALLENGE**

Alcohol, drug use, and teen pregnancy increase the high school drop-out rate, which reduces the student’s chances of success in life.

**HIGHLIGHTS**

Champions for Youth Mentoring Panel: On November 12, 2014 Berkshire United Way hosted a successful panel about the best practices and creative opportunities to expand mentoring in Berkshire County. More than 55 teens and adults attended, and 96% of them reported that the facilitators conveyed the information well.

Let’s Be Honest Workshops: Designed to help parents go beyond a single “big sex talk” and increase their comfort and confidence as the primary sexuality educators for their children, these workshops reached 159 parents. Of them, 95% reported that they felt it was important for the school districts to have a comprehensive health and wellness curriculum. All participants received a free “It’s Perfectly Normal” book, which provides up-to-date answers to many of the tough questions their teens may ask.

All Berkshire County public schools participated in the 2015 Prevention Needs Assessment; only 11% of 8th graders who responded to the survey said they use alcohol regularly, down from 55% in 2006.

Between 2009 and 2014, the teen birth rate in Berkshire County decreased 54%.

**RESULTS**

76% of youth participating with funded partners working in civic engagement and youth leadership reported feeling an increased connection to their community.

71% of parents or caregivers report that they talk with their children about substance use once every few months or more.

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“Hot Topics is the best thing that’s happened in this school. You can share your experiences, get advice, and know people will not judge.”

-Berkshire County Student

---

In Our Shoes Youth Forum, Herberg Middle School
FINANCIAL STABILITY

Nearly one quarter of working families in Berkshire County are low-income.

**HIGHLIGHTS**

Employer Community Conversations: In December 2014 and March 2015, we hosted open meetings with employers to discuss how they can help employees to develop a better, more stable life and thus increase their employees’ focus and productivity at work. Based on the successful Working Bridges model, six companies expressed interest in being involved in Berkshire United Way’s Workplace Resource Coordinator program that we will be implementing in early 2016.

VITA Program: The use of the Volunteer Income Tax Assistance program has continued to grow in Berkshire County, this year securing $1.9 million in tax returns to working families in Berkshire County.

VITA offers free tax preparation and filing to qualified families earning less than $53,000 in annual household income, which helps them secure the highest return possible and get on the path to a brighter future.

VITA program reached **1,232 families**, a **300% increase** since 2011.

84% of Employer Community Conversation attendees reported they would implement action steps for their employees like connecting with other providers to leverage resources.

**RESULTS**

1,925 individuals received the following bundled services:

- 360 received financial coaching
- 120 were placed in jobs
- 82 earned a degree or certificate
- 19 received child care
- 134 received adult literacy training
- 56 received transportation
- 244 received workforce skills
- 1,270 received tax preparation

“**This is the biggest return I have ever gotten and I have paid a preparer a lot of money in the past! Everyone here cared about and for me. When I wondered how I would go on, there was always a hand reaching out to me and a kind smile and word of encouragement.”** - Berkshire County Resident on the VITA Program
46 Programs Funded in 26 Communities. 20,527 Lives Impacted.

Community Coalitions Mobilized 8,868 Individuals.

Numbers represent town residents served during FYE 6/30/15 as reported by our funded partner community investments. Not all organizations were able to provide town-by-town data.
LEADERS IN GIVING

The Tocqueville Society
Ordre de Indépendence
$250,000 - $499,999
Josephine and Louise Crane Foundation, Inc.

Ordre de Fraternité
$75,000 - $99,999
The Guardian Life Insurance Company of America

Ordre d’Égalité
$50,000 - $74,999
Berkshire Bank Foundation - Legacy Region

Charles Crew Retiree, SABIC Innovative Plastics

Keith and Joanne Smith
SABIC Innovative Plastics

Ordre de Liberte
$25,000 - $49,999
The Green Foundation

Greylock Federal Credit Union
Lawrence and Rosemary Hamett
SABIC Innovative Plastics

Membres de la Société
$10,000 - $24,999
Gregory and Michelle Adams
SABIC Innovative Plastics

Covestro
The Ruth P. and Nicholas Borasi Children’s Endowment Fund

Country Curtains

Crane
Robert Curley
Berkshire Bank

J. Williard and Susan Dunlaevy
Eversource

The Feigenbaum Foundation, Inc.

General Dynamics
Mission Systems

G. Felda and Dena M. Hardymon

Lawrence and Kristine Hazzard
The Guardian Life Insurance Company of America/Berkshire United Way

Judith Kapernaros
SABIC Innovative Plastics

John F. and Donna M. Krenicki
Lee Bank

David and Susan Lombard

Denise and Howard Marshall
Adams Community Bank

Petrica Industries, Inc.

David and Madeline Phillips
Berkshire Health Systems

Pittsfield Cooperative Bank

Marion Simon
Elephant Rock Foundation

Michael and Patricia Tweed-Kent
General Dynamics
Mission Systems

Claudia Wells
Carlo and Amy Zaffanella
General Dynamics
Mission Systems

The Greylock Society
Beacon
$5,000 - $9,999
Brian Bastuba
SABIC Innovative Plastics

Berkshire Gas Company

Larry and Kelly Bird and Family
SABIC Innovative Plastics

Boston Symphony Orchestra

Susan Brate
SABIC Innovative Plastics

Peter Buratto
SABIC Innovative Plastics

Gerard and Kate Burke
Hillcrest Educational Centers

Gregory and Jennifer Coscia
SABIC Innovative Plastics/Berkshire United Way

Gordon Dinsmore and Susan Dumont
The Guardian Life Insurance Company of America

Robert Fox
SABIC Innovative Plastics

Joseph and Laurie Gallagher
Excelsior Printing Company/SABIC Innovative Plastics

Marilyn and George Haus
J. H. Maxymilian, Inc.

Josh Billings RunAground
Christopher and Kimberly Mathews
Onyx Specialty Papers Inc.

Philip J. McCavoy
Country Curtains Inc.

MINTEQ/Specialty Minerals

Ray Murray Inc.

Raymond James and Associates

Amalie Reichblum
SABIC Innovative Plastics

Cynthia and Gregory Roberts
SABIC Innovative Plastics

Ken and Nancy Sewall

Steven and Marilyn Sperling
Greylock Federal Credit Union

TD Charitable Foundation

Stan and Paula Walczyk
O’Laughlin’s Home Care Pharmacy/Raymond James and Associates

Anonymous Donor
Liberty Mutual

Anonymous Donor

Tower
$3,000 - $4,999
Ruth Blodgett and David Crane
Berkshire Medical Center

Christine and Tack Burbank
Burbank Mediation Services

Crescent Creamery Inc.

Drs. Marjorie Devries and Joseph Kravitz

Dr. John and Ann Galt
General Electric Company

Mark and Dawn Hall
Covestro/Williams Elementary School

Joseph K. and
Mary Jane Handler

Douglas and Susan Happ

Hill - Engineers, Architects, Planners, Inc.

Michael and Laurie Hoppsicker
Ray Murray Inc.

Interprint Inc.

Mike and Elizabeth Jackson
Lenox Memorial High School/Nessacus Middle School

David and
Suzanne Klausmeyer
Liberty Mutual

John G. Lindsay

Mark and Osneyda Miller

National Grid

Dan and Marcia Parnell

Brenda Lee Petell
SABIC Innovative Plastics

Richard and Karen Rowe
Crate/Berkshire Medical Center

Nancy A. Sherman
SABIC Innovative Plastics

Craig Smith and
Virginia Stanton Smith
Berkshire Community College/Parese Sabin Smith & Gold LLP

United Parcel Service

Mark and Theresa Wituszynski
Berkshire Bank

John and Denise Wood
EDM Services Inc/SABIC Innovative Plastics

Dr. Louis and Maryann Yarmosky
Yarmosky Pediatric Dentistry

Summit
$2,000 - $2,999
Richard and Laura Allen
Robert M. and Coleen Allesio
Berkshire Gas Company

Carl Amick
The Guardian Life Insurance Company of America

Joan Bancroft

Gina and Darren Birchall
The Guardian Life Insurance Company of America/Massachusetts Fire Technologies

John and Melissa Bissell
Greylock Federal Credit Union

Tim and Brenda Burdick
General Dynamics Mission Systems

Carolyn Mowrer Burns
Berkshire Children and Families

George Candelet
SABIC Innovative Plastics

Dr. Paul and Janet Carter

Paul and Susan Clark
Raymond James and Associates

Sean and Debra Connors
Berkshire Medical Center/Lee Middle and High School

Shaun and Tracy Cusson
Hillcrest Educational Centers

John and Judith DiSantis
Qualprint

Dr. William and Ginny DeMarco
Berkshire Medical Center

George and Kathy Desmarais TrialPay

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General Dynamics Mission Systems

Alton and Lisa Driver
General Dynamics Mission Systems

Michael and Ellen Eagan
General Dynamics Mission Systems

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SABIC Innovative Plastics

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George, DeGregorio Massimiano & McCarthy, PC

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Berkshire Community College/Parese Sabin Smith & Gold LLP

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Berkshire Bank

Michael Hoffman
TD Bank

Jewish Communal Fund

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Lee Bank

Susan LeBourdais
SABIC Innovative Plastics

John Lutz
Elder Services of Berkshire County

Pamela Malumphy
New England Public Radio

Roderic McLaren
General Electric Company

Drs. Fred Mensch and Andrea Bodine

Beth and Monty Mitchell
General Dynamics Mission Systems/Charles Stark Draper Laboratory, Inc.

Raymond B. and Holly S. Murray
Ray Murray Inc.

James and Elizabeth Murray
Ray Murray Inc.

Alan Nakamura
SABIC Innovative Plastics

Jeff and Brenda Noble
Hill - Engineers, Architects, Planners, Inc.

Karen O’Donnell and
Dr. Peter Sheffer

Price Chopper’s
Golub Foundation

John and Donna Quallen
General Dynamics/Taconic High School

Jodi Rathbun-Briggs and
Edward Cliff Briggs
Greylock Federal Credit Union

Darlene and Robert Rodowicz
Berkshire Medical Center/General Dynamics Mission Systems

Gary and Carol Scarafoni

Gary and Arlene Schiff
TD Bank/Harold Grinspoon Foundation

Betsy and Mark Selkowitz

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Cecilia C. Shea
SABIC Innovative Plastics

Tom and Betsy Sherman
RBC Wealth Management

Scott and Marty Smith
Crate

The Barrington Foundation, Inc.

United Illuminating Company

Wheeler & Taylor Insurance Agency

Ralph and Pamela Young

Anonymous Donor

Peak
$1,000 - $1,999

Nancy Adams
The Guardian Life Insurance Company of America

David Albert
Berkshire Medical Center

Ursula Allen
General Dynamics Mission Systems

Christa Ames
General Dynamics Mission Systems

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Pittsfield Cooperative Bank

Dennis Arsenneau
General Electric Company

George Austin
Berkshire Bank

Dr. Norman Avnet

George Bacigalupo
Berkshire Bank

Richard Bacon
SABIC Innovative Plastics

Sibylle Baier

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Berkshire Bank

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Pittsfield Cooperative Bank

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MINTEQ/Specialty Minerals

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Berkshire Community College

John and Sharon Bartels
The Guardian Life Insurance Company of America

Jason Baumgart
Interprint Inc.

Clive Beckington
MINTEQ/Specialty Minerals

Karen Benzie
Berkshire Medical Center

* Berkshire United Way sadly means the passing of a devoted community supporter.

All SABIC donor levels include company match amount. Listings represent pledges and gifts in-kind for 12-month period from July 1, 2014 to June 30, 2015. While every effort has been made to ensure the accuracy of this listing, we apologize for any errors or omissions. Please contact Erin Breen at 413.442.6948 ext. 16 or ebreen@berkshireunitedway.org with any adjustments.
LEADERS IN GIVING

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Please contact Erin Breen at 413.242.5648 ext. 16 or erinbreen@sabiciproducts.com with any adjustments.

*Berkshire United Way sadly mourns the passing of a devoted community supporter.

Charlie and Claire Bercury
Greylock Federal Credit Union/Berkshire Medical Center

Rodney Berkshire Specialty Minerals

Amber Bertolino
The Guardian Life Insurance Company of America

Emily Biron
General Dynamics Mission Systems

Richard Bleser
St. Germain Investment Management

James Boehm
Covestro

Lori Borelli
SABIC Innovative Plastics

Mark Bourne
SABIC Innovative Plastics

Austin E. and Lynda S. Brazee
Greylock Federal Credit Union

Jennifer Brennan
General Dynamics Mission Systems

Katy Briggs
Greylock Federal Credit Union

David and Donna Bruce
Lee Bank/Canyon Ranch in Lenox

Paul and Kimberly Bruce
Union Savings Bank

Matthew Burns
General Dynamics Mission Systems

Brenda Cadorette
Berkshire Medical Center

Lynd Calpeter
General Electric Company

Minerva Campbell
General Dynamics Mission Systems

Canyon Ranch in Lenox

Timothy Cappiello
General Dynamics Mission Systems

Michael and Charlene Caritey
Berkshire County Arc/SABIC Innovative Plastics

Carr Hardware & Supply Co.

Larry and Christine Carsman

William and Donna Chandler
The Guardian Life Insurance Company of America

Ronald Chapman
SABIC Innovative Plastics

Jay Chavarry
United Parcel Service

Michael and Elaine Christopher

Robert and Carolyn Coco
The Guardian Life Insurance Company of America/Berkshire County Arc

Timothy and Sharon Coe
The Guardian Life Insurance Company of America/MountainOne Financial Partners

Ileen and Leonard Cohen
Cohen Kinne Valicenti & Cook

Christa M. Collier
Berkshire County Kids' Place & Violence Prevention Center

W. Kelly and Deborah B. Collins
Collins Insurance Agency

Steven and Elizabeth Como
District Attorney's Office

CompuWorks

Tom and Gwen Connolly
Berkshire Country Day School

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David J. Tierney Jr. Inc.

C. Jeffrey and Judith Cook
Cohen Kinne Valicenti & Cook

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General Dynamics Mission Systems

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Thomas and Deborah Curry
Specialty Minerals

Nelson and Ruth Darling

Maureen D'Ascanio
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Justin Davies
SABIC Innovative Plastics

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Pittsfield Cooperative Bank

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Cane

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Covestro

David Dickhaus
General Dynamics Mission Systems

Sandra and Frank Dingnard
Country Curtains Inc.

Tony and Joan DiMartino
General Electric Company/General Electric

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SABIC Innovative Plastics

Janet Dohoney

James and Sue Doucette
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Christopher and Patricia Doyle
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Steven Dunham
Berkshire Bank

Thomas Dunton
SABIC Innovative Plastics

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SABIC Innovative Plastics

Timothy and Sarah Eustis
The Red Lion Inn

Lance Faniel
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Michael J. and JoAnn N. Ferry
Berkshire Bank

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Interpint Inc.

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Scott Foster
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Francis Investment Consulting Group Inc.

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Dr. Ellis M. and Cynthia Riggs-French

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Berkshire County District Attorney's Office/Berkshire Community Action Council

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Terry and Nancy Croxton

Berkshire Bank

David J. Tierney Jr. Inc.

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Pete and Michelle Mirante
SABIC Innovative Plastics

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General Dynamics Mission Systems

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Fay Henry

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The Johnson Dealerships/Canyon Ranch in Lenox

Daniel M. Kasper
Kasper MacDowell

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Berkshire Medical Center

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Town of Richmond/Berkshire United Way

Kevin and Cathleen Kinne
Cohen Kinne Valicenti & Cook

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Greylock Federal Credit Union

Peter Marchetti
Pittsfield Cooperative Bank

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Greylock Federal Credit Union/Glady's Allen Brigham Community Center

Francis Marzotto Jr.
General Dynamics Mission Systems

Bruce Marzotto
Lee Bank

Wayne Marzotto
General Dynamics Mission Systems

George Mathes
MINTEQ/Specialty Minerals

Andrew and Judith Matthews

Jeffrey May
SABIC Innovative Plastics

Stacy McCann and Alan Hamlin
The Guardian Life Insurance Company of America

John and Mary Kay Mclloskey
Canyon Ranch in Lenox/Becket Washington School

Shawn and Lora McGrath
The Guardian Life Insurance Company of America

Mark and Sarah McKenna
Lee Bank

John and Jackie McNinch
Old Heritage Tavern/Lee Bank

Sheryl McQuade
Berkshire Bank

Connie Mele
SABIC Innovative Plastics

Ryan Melle
Berkshire Bank

Robert C. and Eileen F. Mercer
The Guardian Life Insurance Company of America

Thomas J. Meyer
EDM Services Inc.

Arthur and Sara Milano
Berkshire Medical Center/Berkshire Regional Employment Board

Glen and Pamela Miller
General Dynamics Mission Systems/Ergemont School

Joseph Miller
SABIC Innovative Plastics

Petie and Michelle Mirante
Greylock Federal Credit Union

Gail Molar
Molar Employment & HealthCare Services

Christopher and Monica Montieret
General Dynamics Mission Systems
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*Berkshire United Way sadly mourns the passing of a devoted community supporter.
### 2014-2015 Financial Information

#### Statement of Financial Position

**As of June 30, 2015**

<table>
<thead>
<tr>
<th>Assets</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Cash &amp; Investments</td>
<td>$2,633,680</td>
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<tr>
<td>Net Pledges &amp; Grants Receivable</td>
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<tr>
<td>Other Receivables &amp; Prepaids</td>
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<td>Property &amp; Equipment</td>
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<table>
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<tr>
<th>Liabilities</th>
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<tr>
<td>Community Investment Grants Payable</td>
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<td>Designations Payable</td>
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<tr>
<td>Accounts Payable, Deferred Revenue &amp; Accrued Expenses</td>
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<td>Note Payable</td>
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<td>Permanently Restricted</td>
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<td><strong>Total Net Assets</strong></td>
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| Total Liabilities & Net Assets              | **$4,105,306** |

#### Statement of Activities

**For the year ending June 30, 2015**

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<thead>
<tr>
<th>Revenue, Gains &amp; Other Support</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Campaign Revenue</td>
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<tr>
<td>Private &amp; Government Grants</td>
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<td>Other Revenue</td>
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<td>Investment Income</td>
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<td><strong>Total Revenue, Gains &amp; Other</strong></td>
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<table>
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<tr>
<th>Expenses</th>
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<td>Community Investment Grants</td>
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<td>Designations &amp; Allowance</td>
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<td>Fundraising Expenses</td>
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<td>Support Services</td>
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<tr>
<td><strong>Total Expenses</strong></td>
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<table>
<thead>
<tr>
<th>Change in Net Assets</th>
<th>Amount</th>
</tr>
</thead>
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<tr>
<td><strong>(-)</strong></td>
<td><strong>($32,643)</strong></td>
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<table>
<thead>
<tr>
<th>Net Assets, July 1st, 2014</th>
<th>Amount</th>
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<tbody>
<tr>
<td><strong>$2,368,088</strong></td>
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<table>
<thead>
<tr>
<th>Net Assets, June 30th, 2015</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td><strong>$2,335,445</strong></td>
<td></td>
</tr>
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Source is 2014-2015 audited financial statements.

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### Connecting with Our Donors

A new, mobile-compliant website was launched and tied to our social media outlets to dramatically improve our ability to communicate with donors and volunteers.

Focus groups were conducted about our branding, which has allowed us to improve and further understand our strengths and weaknesses.

Our annual Greylock Society Reception was held at Cranwell Resort & Spa with 80 attendees to honor Perri Petricca of Unistress Corp. and Petricca Industries.

A successful 90th Anniversary Celebration fundraising event took place at Blantyre that raised additional funds and showed our longevity as a leader in the Berkshires. (below)
COMMUNITY ASPIRATION
Making Berkshire County a community of hope and opportunity where every individual and family lives, works, and thrives.

OUR MISSION
Improving the quality of life in Berkshire County by mobilizing resources to address community priorities and create sustainable change.

VISION STATEMENT
All Berkshire County residents are self-sufficient, proud of, active, and engaged in our community.

GIVE. The easiest and most powerful way you can make an impact is through a tax-deductible donation. Donate online, by check, through payroll deduction at your workplace, or through your bank.

ADVOCATE. You can make change happen with your voice. Get informed. Tell your friends. Write a letter to the editor.

VOLUNTEER. Join a committee or a community coalition. Help at an event. Intern with us. Develop and lead a project.

NEED HELP?
CALL 2-1-1
Receive 24/7 referrals to community resources