

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



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

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.



Camp Russell

"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.

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



VOLUNTEERBERKSHIREUW.ORG

In 2020, we launched a digital Volunteer Center to connect volunteers with Berkshire nonprofits that need an extra hand.

FROM PARTNER IN EDUCATION TO BOOK HOUSE STEWARD

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

HERE FOR GOOD VOLUNTEER MONTH

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



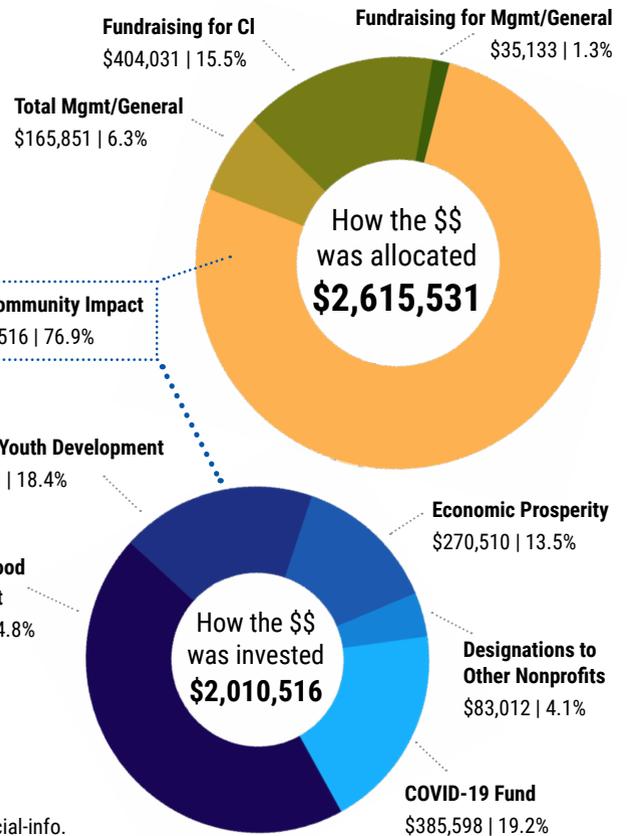
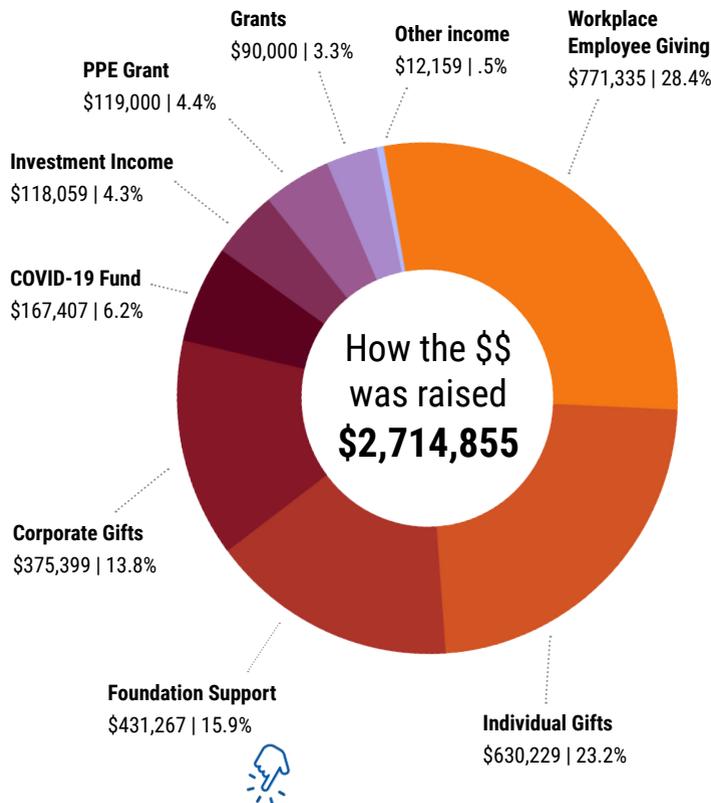
1,125 volunteer hours

» 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 GAVE



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

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1Berkshire

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* Leadership Donor organizations who also ran CY20 Workplace Campaigns

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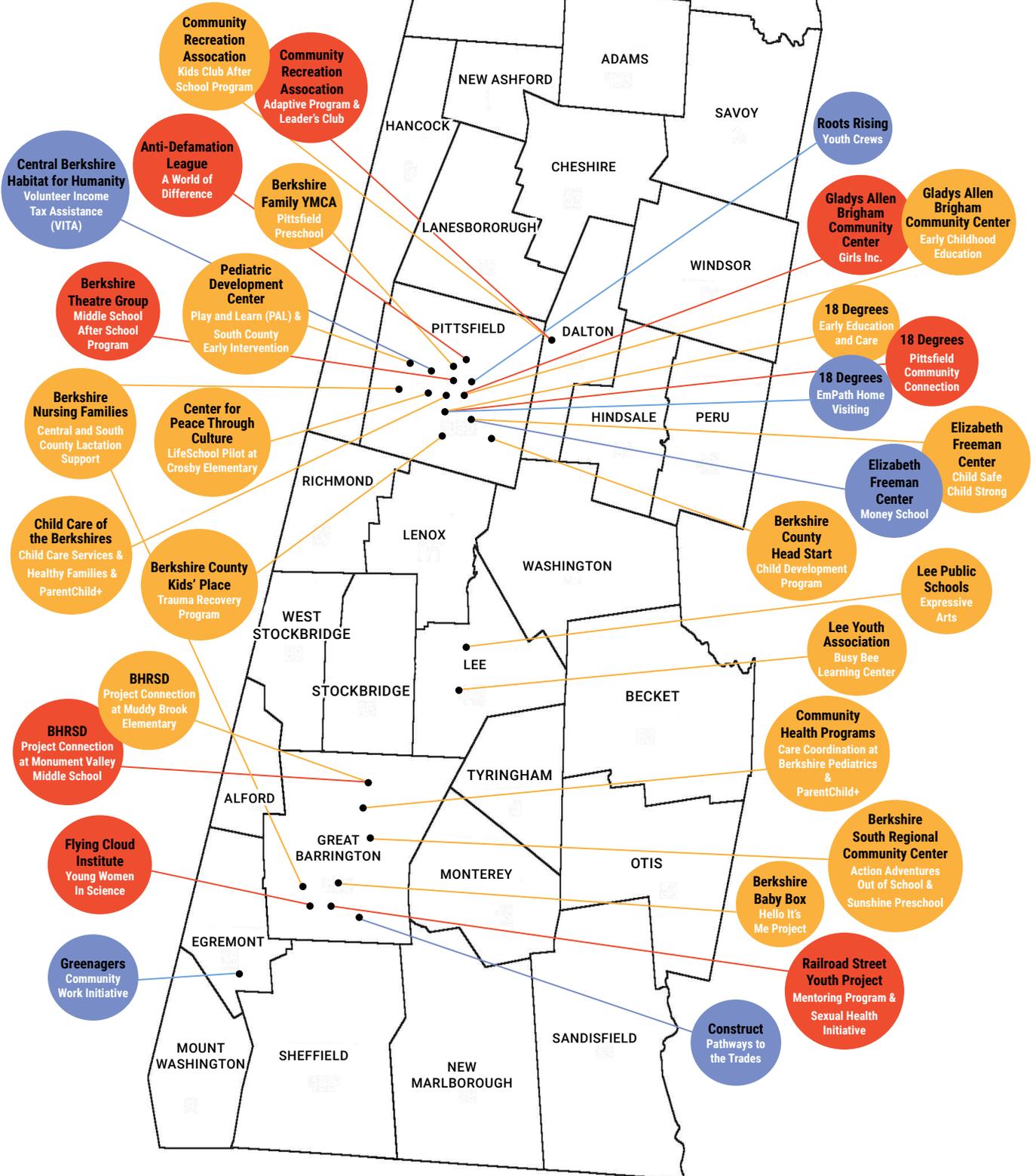
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Program locations: berkshireunitedway.org/impact-report



Each circle links to the program or organization



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