BERKSHIRE UNITED WAY IMPACT REPORT JULY 2021-JUNE 2022





#Here For Good

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





From our President and CEO

People come to service along different paths. I was inspired by my parents and their work as public educators. It was nurtured by inspiring leaders and mentors with whom I have had the great fortune to work – people who believed and lived the values of individuals and institutions giving back to their community.

Since coming to Berkshire United Way earlier this year, I have experienced more deeply the power and legacy of this organization, and of our mission to build a stronger community, together. I share with the incredible BUW board and team the pride and appreciative humility of being stewards of this organization, of holding the trust of our donors and community partners, and of sharing the extraordinary responsibility of creating positive change for people in our community at every stage of their lives.

In this report, you will read about our impact, about dollars raised and invested, people served, and transformational service offered to people in need. We should be proud of our shared impact. However, we also should never lose sight of the fact that every dollar and data point represents a human story – of dedicated early childhood education professionals inspiring students to learn; of high school students finding their

voice and passion; of adults changing their economic circumstances. These stories, across dozens of programs and throughout 98 years – and counting – are a big part of what it means to be #HereForGood.

Equally important is the role we play in building capacity and connection among our funded partners. While they have unique and powerful missions, our allies in service face common challenges around workforce development, equity and inclusion, housing, transportation, and finding the time and space for big, visionary thinking and planning. As a collaborator and convener, Berkshire United Way serves as a thought partner and facilitator for this critical work.

This continues to be a time of transformation and change in the Berkshires. While needs in the community increase, the power of every dollar we invest in our partners and programs becomes even more impactful and welcome. I'm grateful to everyone who supports our work and helps ignite the collective power of our community in a shared mission of service.



Tom Bernard, President and CEO

You helped us invest \$1.49M in Berkshire County, positively impacting 17,745 lives



* Includes both our Community Impact work and COVID-19 Fund recovery efforts

Contributions from 3,176 donors supported 40 programs in early childhood development, positive youth development, and economic prosperity at these agencies:

Anti-Defamation League
Barrington Stage Company
Berkshire County Head Start
Berkshire County Kids' Place
Berkshire Hills Regional
School District
Berkshire Nursing Families
Berkshire Pulse
Berkshire South Regional
Community Center
Berkshire Theatre Group
Central Berkshire Habitat for
Humanity
Child Care of the Berkshires

Community Health Programs
Construct, Inc.
Dalton Community
Recreation Association
Elizabeth Freeman Center
Flying Cloud Institute
Gladys Allen Brigham
Community Center
Greenagers
Lee Public Schools
Lee Youth Association
Pediatric Development Center
Railroad Street Youth Project
Roots Rising
Volunteers in Medicine

Throughout the year, we also provide sponsorship, promotional, and volunteer support to additional community initiatives and programs:

April Hill Conservation and Education Center • Barrett House • BERK12 • Berkshire Dream Center • Berkshire Pride • Berkshire South Regional Community Center Welcome Summer Festival • Berkshire Stonewall Community Coalition • Boys II Men Weekend • Boys & Girls Club of the Berkshires/Camp Russell • Christian Center of Pittsfield • Columbia Valley Elderly Housing • Community Health Programs • Farm to Fork Fondo • Hancock Shaker Village • Highland Woods • Hinsdale Food Pantry • Josh Billings RunAground Triathlon • Louison House • Morningside Community Gardens • NAACP Freedom Fund • Nonprofit Center of the Berkshires • Pittsfield Community Television • Price Memorial A.M.E. Zion Church • Sheffield Food Assistance Program • South Congregational Church Food Pantry • St. Joseph's Court • St. Joseph's Parish Food Pantry • St. Mark's Food Pantry • The Berkshire Eagle • The Salvation Army of Pittsfield and North Adams • WTBR-FM 89.7 Pittsfield Community Radio

Front cover: Esther (left) is learning her first English words and Wren is on a full recovery from a birth injury that affected her arm strength, thanks to Play and Learn, a Pediatric Development Center program supported by Berkshire United Way.

YOUR SUPPORT HELPS

Finding Safety and Stability at the Elizabeth Freeman

Center: Money School supports financial independence

Sometimes building a stronger community involves helping people change their circumstances. Monica* is a domestic violence survivor. She faced physical, sexual, and emotional abuse, as well as other threats from her husband. She's also a mother whose daughter missed a lot of school. She needed a safe place to go and a path to stability.

After her husband was arrested, the police department referred Monica to the Elizabeth Freeman Center, where the trained, dedicated staff worked with her to create a safety plan, including securing a restraining order. They immediately connected her with Community Legal Aid to help her file for divorce and obtain Violence Against Women Act (VAWA) visas.

EFC staff helped Monica process her trauma through counseling and develop new skills. She enrolled in Money School, a program supported by Berkshire United Way. Working with a financial coach through this program, Monica created a budget and increased her credit score and savings. This enabled her to purchase her own home! She took advantage of Goodwill vouchers to shop for clothing for herself and her daughter. Monica also graduated from an English as a Second Language program.

Her daughter returned to school and joined a local youth program – and is now a high school graduate. Monica is planning to return to college and is working with EFC to apply to the Women's Independence Scholarship Program to help pay for education-related expenses.

The Elizabeth Freeman Center truly helped Monica pave the way for a safe and stable future for herself and her daughter.

*Name changed for privacy purposes

What is the recipe for a successful

tools, proper planning, and great volunteers

volunteer project? A defined focus, the right

Whenever you finish a project, you always reflect upon what went well and what could be improved for next time. In April 2022, when we decided our Day of Caring project would be another grocery bag packing event,

we reflected on a similar project in 2021 – our MLK Day of Service.

Generous sponsors, L.P. Adams Co., and many volunteers made our Day of Caring a success, packing 1,000 bags to be delivered to food pantries and seniors countywide.

nonperishable food at wholesale cost - enough to fill a tractor trailer – and distribute countywide to those in need. Was it an intimidating task to take on? Not at all. Why? We had the recipe to execute a successful large-scale food project. We had all the right tools for this big job. We had funding and planning partners, thanks to Berkshire Bounty and Guido's Fresh Marketplace, who coordinated the wholesale shipment. We had Todd Walton at L.P. Adams,

The goals were similar: purchase 19,000 pounds of

We needed a very large space, access to a loading dock, a fork lift, a dumpster for recycling, and people to operate the equipment. The team at L.P. Adams meticulously prepared the warehouse space and set up pallets of food in the order in which it would be packed into the grocery bags. Throughout the day, they moved things around for the dozens of volunteers and helped

Co., who had the vision to make this all happen.

With the help of all the volunteers, plus the food pantries and councils on aging, 1,000 bags of groceries were put into the hands of our neighbors in need - from Sheffield to Williamstown.

load up vehicles that would deliver the bags.



Money School includes a six-week financial literacy class. On their first day, participants are asked to describe in one word how they feel about their financial future (list on left). On the last day, the list on the left is hidden and they are

asked the same question (list on right).

BY THE NUMBERS

Community Impact

Early Childhood Development



2,092 children enrolled

93% reached milestones

1,940 children reached milestones in social and emotional develoment

Positive Youth Development



1,359 enrolled

97% developed skills

1,315 youth developed skills like critical thinking, problem solving, communication, and collaboration

Economic Prosperity

2,487 individuals enrolled

earned higher wages

822 individuals saw an increase in their wages

VITA | Volunteer Income Tax Assistance



674

returned to residents

This program is supported by BUW through Central Berkshire Habitat for Humanity

Volunteer Engagement



Letter Carriers' Stamp Out Hunger Food Drive

4,106 total volunteer hours

cood volunteer Month
volunteers
volunteers

17 tons of food distributed



Berkshire United Way



Find volunteer opportunities volunteerberkshireuw.org

Workplace Champions 🐥



CORPORATE AND FOUNDATION DONORS

\$250,000+

Josephine and Louise Crane Foundation

\$50,000-\$74,999

Berkshire Bank Foundation Legacy Region Greylock Federal Credit Union*

\$25,000-\$49,999

AYCO Foundation

The Feigenbaum Foundation, Inc.

General Dynamics*+

Guardian Life Insurance Company of America**

Lee Bank*+

\$10,000-\$24,999

Berkshire Bounty

Berkshire Money Management

Berkshire Taconic Community Foundation

Charles Schwab Charitable Fund

Eversource Energy*

Fidelity Charitable Gifts Fund

Interprint Inc.*+

Mill Town

Onyx Specialty Papers, Inc. **

Pittsfield Cooperative Bank*+

Ray Murray Inc.**

U.S. Charitable Gift Trust

\$5.000-\$9.999

The Community Foundation for

Greater New Haven

Greater Worcester Community Foundation

JH Maxymillian, Inc**
Williams College*

\$3,000-\$4,999

Canna Provision

Crescent Creamery Inc.*

Hill Engineers, Architects, Planners, Inc.*+

Josh Billings RunAground

National Grid*

\$2,000-\$2,999

Carlson Propane CompuWorks**

Laborers International Union of North America

AFL Local 473 LP Adams Co. Inc.

New England Newspapers Inc.**

Nonprofit Center of the Berkshires

The Ruth Krauss Foundation

SABIC Plastics*

\$1,000-\$1,999

Berkshire Fence Company Berkshire Sterile Manufacturing** Charles Stark Draper Laboratory, Inc.*

J Edward Dery, Inc*

The Johnson Dealerships*+

MacFarlane Office Products**
Main Street Hospitality Group

MountainOne*

Raymond James and Associates* Roberts & Associates Realty, Inc.

United Parcel Service*

Vanguard Charitable Endowment Fund

Wahconah Country Club

Wheeler & Taylor Insurance Agency*+

CY21 Workplace Campaigns

18 Degrees

1Berkshire+

Adams Community Bank Adelson & Company, PC⁺ Adult Learning Center Barrington Stage Company

Becket Washington School

Becton Dickinson

Berkshire Community Action Council

Berkshire County Arc

Berkshire County Kids' Place & Violence

Prevention Center⁺ Berkshire Eye Center

Berkshire Family & Individual Resources

Berkshire Medical Center⁺

Berkshire Regional Planning Commission Berkshire South Regional Community Center

Berkshire United Way*

Best Buy

Big Y Foods Inc., Store #99

Blue Cross Blue Shield of Massachusetts

Boyd Technologies Brazee & Huban, CPAs C&S Wholesale Grocers Cain, Hibbard & Myers, PC⁺

Central Berkshire Regional School District

Chicago Title Insurance Company Child Care of the Berkshires Cohen, Kinne, Valicenti & Cook LLP Community Health Programs Conte Community School Craneville Elementary School

Cross Insurance

Dalton Community Recreation Association

Dettinger Lumber D.R. Billings, Inc. edm Services, Inc.

Elder Services of Berkshire County

Eli Lilly and Company Enterprise Holdings Fairview Hospital⁺

Farmington River Regional Elementary School

Federal Express

General Electric Company

Gladys Allen Brigham Community Center

Hannaford

Herberg Middle School Hillcrest Educational Centers⁺

Home Depot

HospiceCare in the Berkshires

IBM Corporation

⁺2021-2022 Pinnacle Companies

International Papers

JC Penney

Jiminy Peak Mountain Resort

Kimball Farms

Kimball Farms NCC

Laurin Publishing Company Lee Elementary School

Lee Middle and High School

Lenox Public Schools

Lipton Energy

LV Toole Insurance

Market 32 MassHire

McCann Technical School Mercer Administration Center

Merchants Mutual Insurance Company

MINTEQ/Specialty Minerals

Miss Hall's School

Molari Employment & HealthCare Services

Moldmaster Engineering Inc.

Momentive Performance Materials, Inc.

MyCom Federal Credit Union

Nationwide Insurance Enterprise, Inc.

NBT Bank

Neenah Technical Materials Nessacus Middle School

New York Life Insurance Company

Norman Rockwell Museum North Adams Public Schools P & G Gillette Company

Pediatric Development Center

Pittsfield City Hall

Pittsfield Fire Department

Pittsfield High School

Pittsfield Police Department

Price Chopper Protective Life Corporation

Raytheon The Red Lion Inn

Salisbury Bank & Trust

ServiceNet S-K Design Group Inc.

5-K Design Group Inc.

Smith, Watson & Company, LLP Southern Berkshire Regional School District

SPIRITED

Stop & Shop Supermarket Company

Taconic High School

Target 2127

TD Bank
The Brien Center for Mental Health and

Substance Abuse Services, Inc.⁺ Thermo Fisher Scientific

Town of Dalton
Town of Egremont
Town of Richmond

Unistress*

United Cerebral Palsy Association

US Bank Verizon Walmart 2228 Wohrle's Foods Inc.

BOUNTY T





^{*} Leadership donor organizations that also ran 2021-2022 Workplace Campaigns

GREYLOCK SOCIETY MEMBERS 🔆

The Alexis de Tocqueville Society

Ordre de Liberte

\$25.000+

Callahan Dee Family Foundation Donald C. McGraw Foundation Lawrence and Rosemary Harnett The Peck Family 1999 Charitable Remainder Trust

Membres de la Societe

\$10,000-\$24,999

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The Greylock Society

Beacon

\$5,000-\$9,999

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Tower

\$3.000-\$4.999

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Summit

\$2,000-\$2,999

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Anonymous (2)

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Efrem and Frederica Sigel Greg and Laura Spivy Jodi and Paul Tartell

Don Usher Carl Walser Claudia Wells

Peak

\$1,000-\$1,999

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Sondra Willis

The Susan and Geoffrey Woglom

Charitable Fund Michael and Christina Wynn Peter° and Mary Zuber Donald and Kristina Zukowski

[°] Deceased * COVID-19 Emergency Response Fund Donor

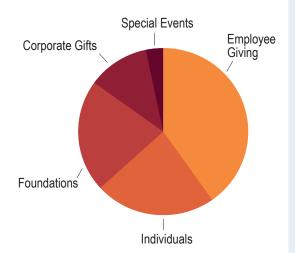
FINANCIALS

Fiscal Year July 1, 2021-June 30, 2022

What We Raised

Employee Giving	\$795,802
Individuals	\$455,616
Foundations	\$429,563
Corporate Gifts	\$232,963
Special Events	\$64,724





How We Invested

Community Grants

Early Childhood Development Positive Youth Development	\$566,225 \$277,965
Economic Prosperity Community Program Services	\$185,310 \$393,182
Designations	\$67,734

Total invested \$1,490,416

^{*} For a complete overview of our income and expenses, view our 2022 financial statements at berkshireunitedway.org/public-reporting













Clockwise from top left: Greylock Society members and guests mingle; Roberta McCulloch-Dews, Carly and Elyssa Holmes, and BUW Board member Warren Dews Jr.; Susan and David Lombard, recipients of the Ruth P. and Nicholas Boraski Leaders in Philanthropy award, with family and friends; and Berkshire Bounty's Jay Weintraub and Mark Lefenfeld with Labor Award recipient Ronald Holmes.

2021-2022 Board of Directors

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Greylock Federal Credit Union
Fr. Samuel Smith | Vice Chair
St. Paul's Episcopal Church
Jaime Campbell | Treasurer
Williams College
Christina Wynn | Clerk
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General Dynamics Mission Systems

Pat Callahan

Community Volunteer

Jason Cuyler

Berkshire County Sheriff's Office

Warren Dews Jr.

Capital Region Independent Media

Laurie Gallagher

Community Volunteer

Jennifer Glockner

City of Pittsfield

Barbara Guido

Adams Community Bank

Matthew Kirchner

Pittsfield Police Department

Chuck Leach

Lee Bank

Rachel Melendez Mabee

PGA WORKS/PGA of America

Veronica Torres Martin

Berkshire Health Systems

Chris Montferret

General Dynamics Mission Systems

Dr. Jason Ostrander

Sacred Heart University

David Reinhart

Community Volunteer

PRESIDENT and CEO

Candace Winkler

(July-September)

Laurie Gallagher

(interim, September-January)

Tom Bernard

(January-present)

Community Designations
Program Services

Community Community Grants



Kaliel Murrell (left) and Michael Patrick with Central Berkshire Habitat for Humanity's Build & Repair Corps, a program supported by Berkshire United Way.

BERKSHIRE UNITED WAY STAFF

Tom Bernard

President and CEO

Gretchen Fairfield Finance and Administrative Associate

Emily Daunis

Director of Development

Gretchen Weber Donor Relations Manager

Katherine von Haefen Director of Community Impact

Chloe Rychcik

Data Analytics and Training Manager



Brenda Petell

Director of Volunteer Engagement

Pamela Knisley
Workplace Campaign Ambassador

Karrie Buratto

Marketing and Communications Specialist

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200 South Street, Pittsfield, MA 01201 | (413) 442-6948 | info@berkshireunitedway.org