

2024-2025

IMPACT REPORT



UNITED IS
THE WAY™



Berkshire
UNITED WAY

OUR MISSION Berkshire United Way ignites the collective power of individuals and organizations to build a stronger and more equitable community where everyone can thrive.

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Dear Friends,

Half of our neighbors here in the Berkshires struggle to meet their basic needs. They wrestle with impossible choices about whether to pay for rent or utilities, food or medication, and often work multiple jobs but still can't make ends meet. Over time, these daily stressors impact individuals, their children, and our community as a whole.

Our current environment, marked by reduced federal and state spending on social services, concerns over tariffs, and inflation on everyday items, only adds to the challenges. It also makes our work more critical than ever.

During times like these, Berkshire United Way does what we've done best for 100 years. We quickly take stock of the situation, learn what's most needed, and rally the community around initiatives that make a real difference. How do we do that?

- **We bring together** community leaders, corporate partners, legislators and nonprofits to collectively implement solutions that amplify our impact.
- **We connect** volunteers with opportunities to help.
- **We invest** in the important work of local nonprofits who share our mission.

During times like these, Berkshire United Way does what we've done best for 100 years. We rally the community around initiatives that make a real difference.

This annual report highlights some of the work we have done this year to meet the moment while building foundations for lasting, systemic change. We couldn't have done any of it without your support and we are honored to acknowledge you in these pages.

The road ahead won't be easy, but we are more determined than ever to be where our neighbors need us to be, when they need us most. With your continued partnership, we know we can create a community where everyone has an opportunity to thrive.

With deep gratitude,



Krystle Blake
Board Chair, 2025-2027



Laurie Gallagher
Board Chair, 2023-2025

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Gretchen Weber
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Cover image: Berkshire County Head Start



Vision

When you have access to the services and support you need to be safe, healthy, and financially secure, you can achieve your goals.

Priorities

These priorities establish our framework for funding, donor engagement, convening, advocacy, and volunteer support.

School and Career Readiness

Every child and young person has a strong foundation for future success

Household Stability

Everyone in the community has equitable access to financial mobility for a secure and stable household.

Mental Health

All residents are healthy and supported in building and strengthening their quality of life.

To illustrate Berkshire United Way's lead role in bringing together key stakeholders to help solve our community's most pressing problems, we're highlighting our work in early childhood. We lead similar work in our other priority areas.

In our community conversations and national benchmarking research, Berkshire United Way has determined that one of the most efficient and effective ways we can help our neighbors, strengthen our community, and move the needle on our strategic priorities is by focusing on early childcare and early childhood education.

"The CEO partner meetings have become an invaluable resource. Having a group of peers operating at the executive level has created a vital space for consultation, problem-solving, and collaboration. These meetings provide both practical insight and relational support, enabling us to share strategies, anticipate risks, and work collectively toward solutions."

BRETT RANDOM, EXECUTIVE DIRECTOR, BERKSHIRE COUNTY HEAD START



The Link Between Early Childhood and Economic Development*

Longitudinal research shows that high-quality birth-to-five programs can deliver a 13%-16% per year return on investment. Significant benefits continue into the second generation and beyond and demonstrate that early childhood education can be an effective way to break the cycle of poverty.

* Source: heckmanequation.org and Nobel Prize winner in Economics, James J. Heckman

The direct link between early childhood and economic development has been proven. It is our job to bring together the individuals, organizations, and resources to set relevant policy, build systems, and drive lasting change right here in our own community. This is how we're doing it.

First Steps to Lasting Change

Berkshire United Way Interim President and CEO Katherine von Haefen explains that our work begins with these foundational steps:

- **Listening** to the needs of the community
- **Building relationships** and trust with early childcare and early childhood education providers
- **Exposing gaps** in service and barriers to access

From there, Berkshire United Way, working in close partnership with leaders from the public and private sectors, begins to create and implement solutions. These solutions include organizing conversations with local, regional, and state leadership to drive systemic improvements, raising awareness of issues and opportunities through advocacy, and direct funding for relevant programming.

"Berkshire United Way leads the way in bringing questions and solutions forward, and in advocacy to address systemic issues. It's not easy or quick work."

CAROLYN VALLI, CEO, CENTRAL BERKSHIRE HABITAT FOR HUMANITY



We invest in nonprofits, like 18 Degrees, that offer quality after-school care and extended time for learning and play.



Early childhood educators attend MAAEYC at Taconic High School

Among Our Works in Progress

Commonwealth Preschool Partnership Initiative (CPPI) Grant

Berkshire United Way is partnering with the Pittsfield Public Schools, Berkshire County Head Start, 18 Degrees, Boys & Girls Club of the Berkshires, Berkshire Community College, Gladys Allen Brigham Community Center, and KidZone Child Care/Educational Centers in the county-level piece of a \$20 million, multi-year state-wide initiative to expand access to high-quality, affordable preschool. The team is investing in professional development, hiring and overseeing itinerant specialists, coordinating Pre-K programs, coaching, and best practices implementation.

“This funding provides access to high-quality affordable preschool, lowering costs for families and helping parents stay in or return to the workforce.”

MA GOVERNOR MAURA HEALEY, ABOUT THE CPPI GRANT

Early Childhood Monthly Convenings

Berkshire United Way and Berkshire Community College revived these important conversations among directors of early childhood programs, which were suspended during COVID. Participants address the needs of their programs and of the early childhood community as a whole. Experts from the Berkshire Immigrant Center, the Pediatric Development Center and others share information on time-sensitive topics that attendees can bring back to their staffs.

“Berkshire United Way is good at seeing the bigger picture, pulling together the right players and guiding a larger conversation that results in concrete action.”

ALICIA GINSBERG, DIRECTOR OF EARLY EDUCATION & CARE CAREER PATHWAYS, BERKSHIRE COMMUNITY COLLEGE

Early Childhood Education Working Group

Berkshire United Way and Berkshire County Head Start lead this initiative that brings together local businesses and early childhood centers to identify solutions that simultaneously strengthen early childhood systems, support working parents, and offer stability to local companies struggling to keep employees.

Berkshire Early Childhood Professional Development Days

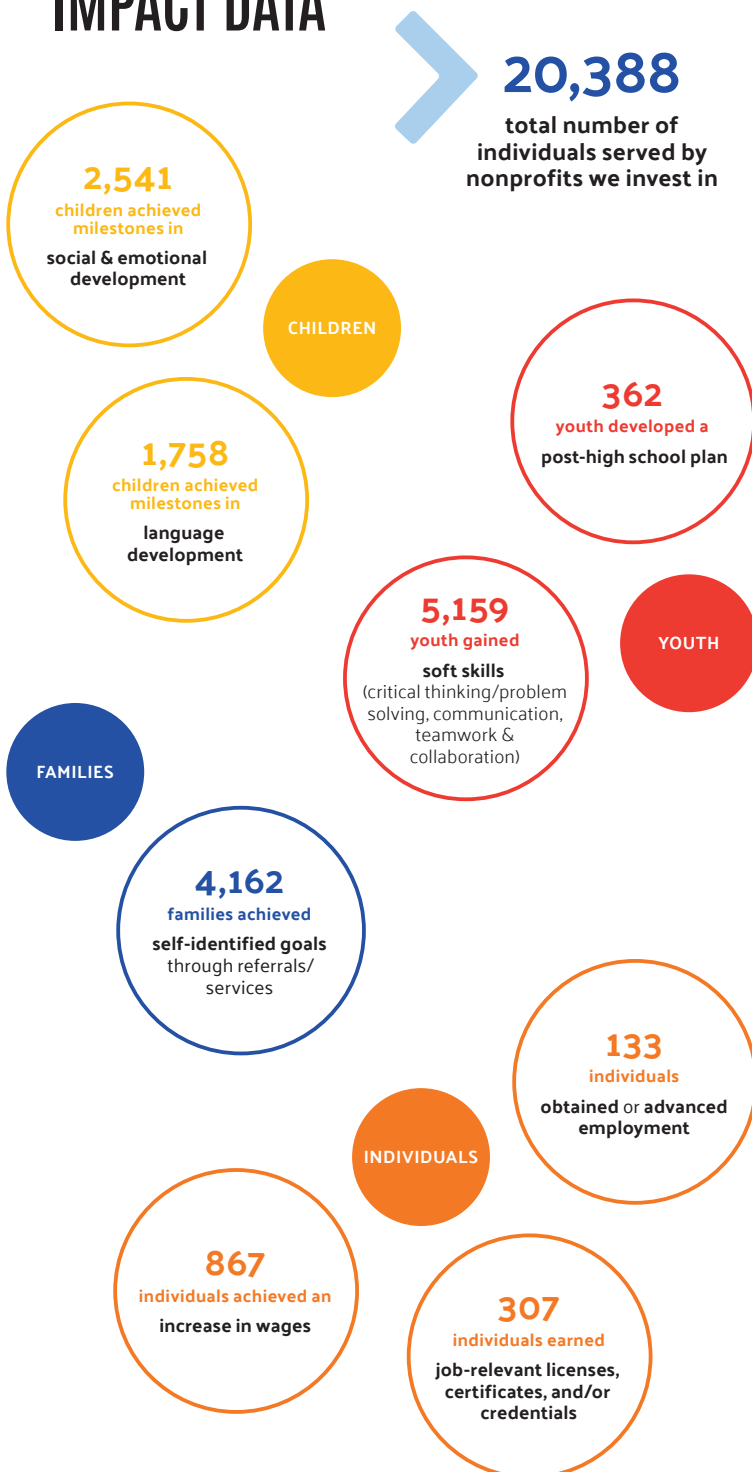
Berkshire United Way, along with Berkshire Community College, is on the leadership team that coordinates this annual event, working with the MA Association for the Education of Young Children (MAAEYC). For the past two years, Berkshire United Way and the Berkshire Taconic Community Foundation collaborated to provide scholarships so that more than 40 educators from around the county could attend for free.



Alicia Ginsberg (Berkshire Community College) and Brett Random (Berkshire County Head Start)



IMPACT DATA



Funded Partners

Berkshire United Way invests in high-quality organizations that provide education, support, and opportunities for children to learn and grow, youth to explore future possibilities, individuals to address their well-being, and families to meet basic needs and work toward household stability.

18 Degrees

Arts in Recovery for Youth (AIRY)
Barrington Stage Company
Berkshire Community Diaper Project
Berkshire County Head Start
Berkshire County Kids' Place
Berkshire Hills Regional School District
Berkshire HorseWorks
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
Dalton Community Recreation Association
Elizabeth Freeman Center
Flying Cloud Institute
Gladys Allen Brigham Community Center
George B. Crane Memorial Center
Greenagers
Lee Youth Association
Literacy Network of South Berkshire
Pediatric Development Center
Railroad Street Youth Project
Rites of Passage and Empowerment (R.O.P.E.)
Roots & Dreams and Mustard Seeds
Roots Rising
Volunteers in Medicine Berkshires

Venture Fund Partners

Through our Venture Fund, we support emerging needs and innovative services that may not fit neatly into one of our strategic priorities but align with our mission to create a community where everyone has a chance to thrive.

Berkshire Pride
Embrace and Empower
Families Like Ours
George B. Crane Memorial Center
Latinas413
NAACP Berkshires – White Learning Circle
Neighborhood Ninjas
Queer Men of the Berkshires (Q-MoB)
Seeing Rainbows
TG's Clubhouse

JOHN BISSELL Berkshire United Way Does the Heavy Lifting for the Community

“Seventy-five percent of the clients Greylock serves are low- or moderate-income,” notes John Bissell, President and CEO of Greylock Federal Credit Union. “People throughout the Berkshires are under tremendous financial stress these days.”

Through his position as a business and community leader, as well as in his personal philanthropy, John helps to offer individual pathways to economic stability and works to create county-wide systems that can put families on the road to multi-generational upward mobility. He relies on Berkshire United Way as a key partner in those efforts.

“I grew up in Dalton, and Berkshire United Way was always there, doing the heavy lifting for the community,”



John Bissell, President and CEO of Greylock Federal Credit Union, Tocqueville Society-level donor (with wife Melissa), and former Berkshire United Way board member

“What I value most is the role Berkshire United Way plays in bringing individuals, organizations, and resources together to help address our biggest local challenges,” John explains.

John points to Berkshire United Way’s COVID response as a prime example. “Berkshire United Way quickly aligned with Berkshire Taconic Community Foundation and others to amplify the impact of the funding far beyond the influence any one organization would have had working separately,” he says.

Berkshire United Way’s current focus on childcare and early childhood education is another example. “Berkshire United Way is in the center of the partner flywheel, bringing together businesses – including Greylock – childcare centers, and others to create concrete solutions that give opportunities to kids and peace of mind to their parents,” John notes.

“It makes sense for Berkshire United Way to be the hub. It has the expertise and credibility.”

“Berkshire United Way brings together individuals, organizations, and resources to help address our biggest local challenges.”

ROSALIND KOPFSTEIN

Expert Volunteers Ensure Funding Has Maximum Impact

When Rosalind Kopfstein retired to the Berkshires 15 years ago, bringing with her a rich history of volunteer experience, she immediately started looking for opportunities to give back to this community.

“I am trying to save the world one person or group at a time. Volunteering is so important in our society.”

Rosalind was an established volunteer in the Berkshires by the time Berkshire United Way launched our online Volunteer Center. When she heard about it, she logged in and explored the needs – eventually connecting with an organization that matched her background in social work.

Volunteers play a crucial role in determining where Berkshire United Way invests our funding, and our Community Impact team trains volunteers for this important work. From individual evaluations to group discussions, we expect our volunteer reviewers to be objective when making their funding recommendations for board approval, and to draw on their professional expertise to ensure the nonprofits we fund have what it takes to fulfill their missions.

Rosalind agrees. “Objective reviewers are able to give objective, unbiased input to evaluate a proposal.”

In March, we welcomed Rosalind back to review new funding applications and invited her to lead a group in the decision making. She was among 57 volunteers, which included Pittsfield High School students, who signed up to review 38 applications in each of our priority areas.

The BUW board ultimately approved the investment of \$1 million in 29 nonprofits across the county.

“In our current social and political climate, I anticipate a devastating impact on people in need across the board, with an increase in economic disparity and the loss of government safety nets,” Rosalind shared. This is why our work and the investments we make are critical to helping our community thrive!

Rosalind said she wants to volunteer as long as she can and encourages others to as well.

“If you have an interest in how Berkshire United Way funds are allocated and want to see them go to the worthiest applicants, sign up to volunteer.”



Rosalind Kopfstein, retired social worker and Berkshire United Way volunteer

Berkshire United Way Volunteer Center

Berkshire United Way thanks the hundreds of volunteers who partnered with us for our 5th annual meal packing event, the Letter Carriers’ Stamp Out Hunger® Food Drive, our funding application review process, and many other projects to support our neighbors and nonprofit partners.

We also salute our community of volunteers who donate their time and expertise to Berkshire organizations through our Volunteer Center, volunteerberkshireuw.org

201
volunteers

1,531
volunteer
hours

\$64,302
value of volunteer
service hours*

*Massachusetts, 2024, Independent Sector

THANK YOU TO OUR DONORS

Corporate & Foundation Donors

Thank you to the many businesses and foundations from the Berkshires and beyond that make an impact through an annual donation or sponsorship support.

\$250,000-\$499,999

Josephine & Louise Crane Foundation

\$50,000-\$99,999

Greylock Federal Credit Union
Nicholas Boraski Trust

\$25,000-\$49,999

AYCO Charitable Foundation
Berkshire Bank Foundation Legacy Region
The Feigenbaum Foundation, Inc.
Fidelity Charitable Gifts Fund
Lee Bank

\$10,000-\$24,999

Adams Community Bank
Berkshire Health Systems
Berkshire Money Management
Berkshire Taconic Community Foundation
Charles Schwab Charitable Fund
The Donald C. McGraw Foundation
Eversource Energy
General Dynamics Mission Systems
Guardian Life Insurance Company of America
Onyx Specialty Papers, Inc.
Pittsfield Cooperative Bank
Ray Murray Inc.
Sourcepass
Unistress Corporation
Vanguard Charitable Endowment Fund

\$5,000-\$9,999

The Community Foundation
for Greater New Haven
Interprint Inc.
J.H. Maxymillian, Inc.
United Way of Massachusetts Bay

\$3,000-\$4,999

Carlson Propane
Crescent Creamery Inc.
Greater Worcester Community Foundation
Hill-Engineers, Architects, Planners, Inc.
Laurin Publishing Company Inc.
Raymond James Charitable Endowment Fund
Vanguard Charitable Endowment Fund

\$2,000-\$2,999

The Johnson Dealerships
Josh Billings RunAground
SABIC
Wheeler & Taylor Insurance Agency
Williams College

\$1,000-\$1,999

Amalgamated Charitable Foundation
Berkshire Bank
Berkshire Eagle
Charles Stark Draper Laboratory, Inc.
Hillcrest Educational Centers
J Edward Dery, Inc.
Lenco Armored Vehicles
MacFarlane Office Products
Main Street Hospitality Group
MountainOne
NAACP Berkshire County Branch
NBT Bank
Raytheon
Roberts & Associates Realty, Inc.
The Ruth Krauss Foundation
Synagex Modern IT
UNICO

\$500-\$999

1Berkshire
BBE Office Interiors
Canna Provisions
Cavallero Plastics, Inc.
Cohen Kinne Valicenti & Cook LLP
Dettinger Lumber
Fairview Hospital
Farm to Fork Fitness
J.P. Morgan Charitable Giving Fund
Merchants Mutual Insurance Company
Mirabito Energy Products
Renaissance Charitable Foundation
Rotary Club of Pittsfield
Tamarack Foundation
Wards Nursery & Garden Center

Employee Giving Campaigns

We're grateful to the many local companies who invite us into their workplaces and support BUW through their generosity and engagement. These strong and trusted relationships help fuel our mission of positive community impact.

18 Degrees +
1Berkshire +
Acrisure/LV Toole Insurance
Adams Community Bank
Adelson & Company, PC +
Adult Learning Center
Bard College at Simon's Rock
BBE Office Interiors
Berkshire Bank
Berkshire Community Action Council
Berkshire County ARC
Berkshire County Kids' Place &
Violence Prevention Center +
Berkshire Eagle +
Berkshire Family & Individual Resources Inc.
Berkshire Health Systems +
Berkshire Medical Center +
Berkshire Regional Planning Commission
Berkshire South Regional Community Center
Berkshire United Way +
Best Buy
Big Y Foods Inc., Store #99
Boyd Biomedical
Brazee & Huban, CPAs
The Brien Center +
C&S Wholesale Grocers
Cain, Hibbard & Myers, PC +
Campoli, Monteleone & Mozian, P.C.
Central Berkshire Habitat for Humanity
Charles Stark Draper Laboratory, Inc.
Child Care of the Berkshires
Cohen Kinne Valicenti & Cook LLP
Community Health Programs
Craneville Elementary School
Crescent Creamery Inc.
Dalton Community Recreation Association
Dettinger Lumber +
Elder Services of Berkshire County
Eli Lilly and Company
Elizabeth Freeman Center
Eversource Energy
Fairview Hospital +
Fifth Third Bank
General Dynamics Mission Systems +
General Electric Company
Gladys Allen Brigham Community Center
Greylock Federal Credit Union +
Guardian Life Insurance Company of America +
Hannaford
Hearst Communications, Inc.
Hillcrest Educational Centers +
Hill Engineers Architects Planners, Inc. +
Integrity Healthcare
International Paper
Interprint Inc.

J.H. Maxymillian, Inc. +
JC Penney
Jiminy Peak Mountain Resort
The Johnson Dealerships +
L3 Harris
Laurin Publishing Company, Inc. +
Lee Bank +
Lee Elementary School
Lenox Public Schools
MacFarlane Office Products +
MassHire Berkshire Career Center
Mayo Clinic Rochester
Mercer Administration Center
Merchants Mutual Insurance Company
MOLARI Employment & HealthCare Services +
MountainOne
National Grid
NBT Bank
New York Life Insurance Company
North Adams Public Schools
Onyx Specialty Papers, Inc. +
Pediatric Development Center
Pfizer
Pittsfield City Hall
Pittsfield Cooperative Bank +
Pittsfield Fire Department
Pittsfield Police Department
Protective Life Corporation
Raymond James and Associates
Ray Murray Inc. +
Raytheon
Regeneron Pharmaceuticals
Reliance Inc.
Reid Middle School
SABIC Plastics
Sharp Sterile Manufacturing +
S-K Design Group Inc.
Smith Brothers-McAndrews Insurance
Southern Berkshire Regional School District
Stryker
Taconic High School
Target - Store 2127
TD Bank
Town of Egremont
Town of Richmond
TripAdvisor
Unistress +
United Cerebral Palsy Association
UnitedHealth Group
US Bank
Verizon
Wheeler & Taylor Insurance Agency +
Williams College
Wohrle's Foods Inc.

PINNACLE COMPANY status is given to companies and organizations that go above and beyond during their Berkshire United Way employee giving campaign. They show commitment through employee participation, annual corporate support, and workplace special events.



We're grateful to the over 100 businesses and organizations – and all participating employees – who support our mission and vision through their employee giving campaigns. Your partnership is important in helping us build a community where everyone can thrive.

+ 2024-2025 Pinnacle Company

Greylock Society Members

These generous community members annually contribute \$1,000 or more to support Berkshire United Way. Gifts recognized were made between July 1, 2024 and June 30, 2025. Many thanks to all of our donors who give at every level.

The Alexis de Tocqueville Society

Ordre d'Independence \$250,000+

The Estates of John R. Gobel & P. Keyburn Hollister

Ordre de Liberte \$25,000+

The Estate of Ruth & Robert White
Richard & Laura Allen
Callahan Dee Family Foundation
Lawrence & Rosemary Harnett

Membres de la Societe \$10,000-\$24,999

Anonymous (1)
Brian Anderson
John & Melissa Bissell
Larry & Christine Carsman
The Donald C. McGraw Foundation
The Estate of Fay J. Henry & Rodman R. Henry
Joseph & Laurie Gallagher
Lawrence & Kristine Hazzard +
Chuck Leach
The Petricca Family
The Ruth P. Boraski Children's Endowment Fund
Carlo & Amy Zaffanella

The Greylock Society

Beacon \$5,000-\$9,999

Brian & Dailin Adams
Anonymous (4)
Christine & Tack Burbank
Paul W. Clark
Dr. William & Ginny DeMarco
George & Kathleen Desmarais
J. Williar & Susan Dunlaevy
ERJ Fund
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Edward & Maura Feller
Ann & John Galt
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Drs. Fred Mensch & Andrea Bodine
Christopher & Monica Montferret
Jodi Rathbun-Briggs & Edward Cliff Briggs
Darlene & Robert Rodowicz
Michael & Lisa Stoddard

Tower \$3,000-\$4,999

Dudley R. Billings
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Peter & Robin Buratto
Matthew Burno
Carl & Anne Desrochers
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Beth & Monty Mitchell
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Jeff & Brenda Noble
Daniel & Marcia Parnell
David & Deborah Reinhart
Sierra Shehemi
Diana Wall
Carl Walser

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Jonathan & Michele Butler
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Shaun & Tracy Cusson
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Douglas McNally & Janet Bradley
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Michele Morin
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Vern & Jane Palen
Brenda Lee Petell
Robert Sims
Mary Skorupa & Paul E. Smith
Don Usher
Bruce Wintman & Jonna Gaberman

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Dr. David & Dr. Kyneret Albert
Anonymous (14)
Mary Ariosto-Coe
Timothy & Patricia Armstrong
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William & Rosemary Barschdorf
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Michael & Dianne Blau
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Christopher & Lori Moon
Kevin & Susan Mooney
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Mary Morrison
Roger & Joy Mullen
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David Oelberg
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Jennifer O'Neil
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Cynthia Stone
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Jennifer Tierney Stokes
John Toole & Gina Miller Toole
Jason & Daisy Touhey
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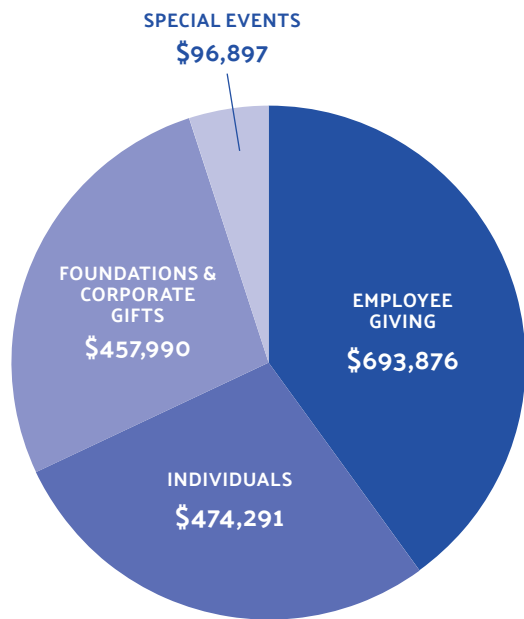
+ 2025 Ruth P. and Nicholas Boraski Leaders in Philanthropy Award recipients

2024-2025 FINANCIALS

Fiscal year ended June 30, 2025.*

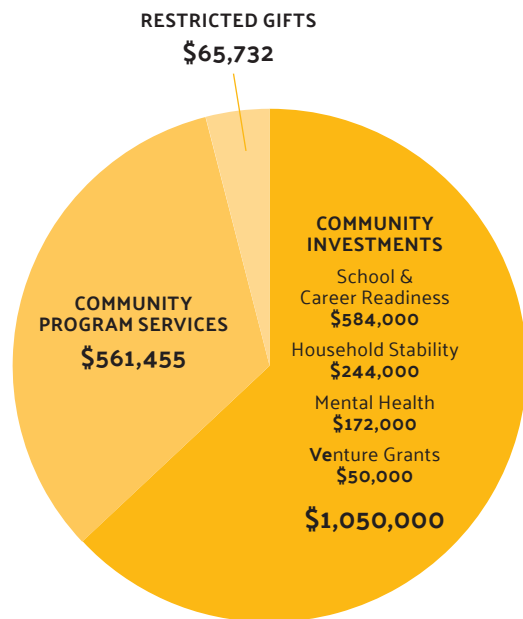
We Raised \$1,723,053

With support from more than 2,400 generous individuals and employees, 125 corporate and foundation donors, and 108 employee giving campaigns, Berkshire United Way raised \$1,723,053.



We Invested \$1,677,187

Berkshire United Way invested \$1,677,187 in high-quality nonprofits supporting individuals and families with the goal of having an impact in our three priority areas, as well as community program services that help us identify challenges and build solutions.



* Unaudited financials. For full audited financial information, please visit berkshireunitedway.org/public-reporting.



JOIN US TODAY



Pediatric Development Center

Donate

Make an investment in Berkshire United Way and help us build a more equitable future for everyone in Berkshire County.

berkshireunitedway.org/donate



Volunteer

Berkshire United Way's Volunteer Center connects organizations that need assistance with interested volunteers looking to share their time and talent.

volunteerberkshireuw.org



Berkshire United Way

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