

# BUILDING OUR COMMUNITY

BERKSHIRE UNITED WAY

## Dear Friends and Supporters:

We are pleased to share Berkshire United Way's annual report for the period July 1, 2015 - June 30, 2016.

Inside you will find highlights of progress made in the last year which has been made possible thanks to the support of our donors and the hard work of our community partners. We hope you take pride in these accomplishments as we all renew our commitment to work together toward our long term goals and improved quality of life for all residents of the Berkshires.

On behalf of the board of directors, the staff, and each individual and family who has been impacted, we thank you.

Sincerely

**Kristine Hazzard**  
President and CEO

**Christopher Mathews**  
Board Chair

## COMMUNITY ASPIRATION:

Making Berkshire County a community of hope  
and opportunity where every individual and  
family lives, works and thrives.

## Countywide coalitions help achieve our goals



Pittsfield Promise is a city-wide early learning coalition led by Berkshire United Way. This coalition **supports our early childhood literacy goal by focusing on the critical learning period for children aged birth to eight.**



Our South County coalition, Chapter One, has brought together the families, communities and organizations served by the six South County school districts. The coalition is **committed to closing the achievement gap by making early childhood literacy a priority for children aged birth to five in southern Berkshire County.**



The Berkshire United Way led, countywide coalition, Face the Facts — reduce teen pregnancy, is comprised of representatives from businesses, education, healthcare and local social service agencies. Through strategic programs and initiatives, **we strive to**

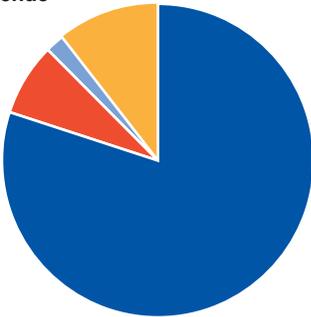
**reduce the teen birth rate in Berkshire County** by increasing access to health services, developing and implementing a comprehensive health curriculum in schools, empowering parents with tools to talk to their kids, and increasing awareness.



The goal of this Berkshire United Way led, youth development coalition is to unite the community to **create a healthy environment for positive youth development by reducing and preventing youth substance use.**

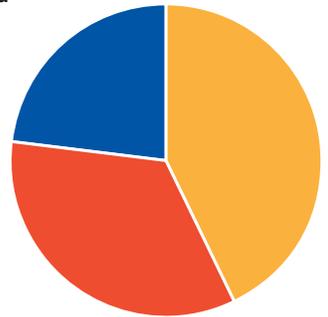
### FY16 Revenue

- **Campaign Revenue**  
\$2,052,768  
78%
- **Grants**  
\$314,773  
12%
- **Other**  
\$225,910  
9%
- **Investment Income**  
\$(35,818)  
-1%

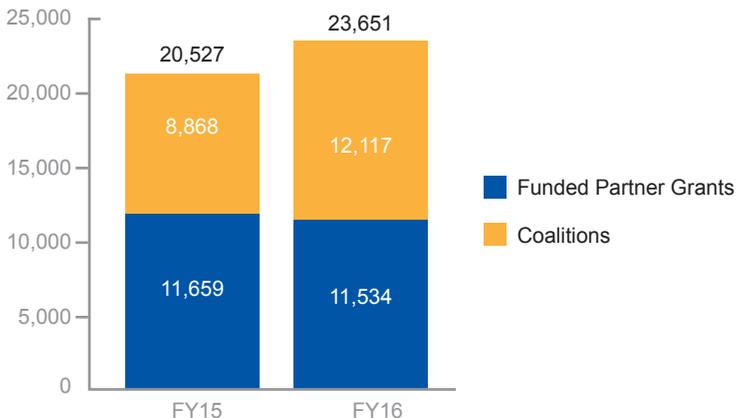


### Community Investment \$

- **Early Childhood Literacy**  
\$934,369  
43%
- **Positive Youth Development**  
\$755,354  
34%
- **Financial Stability**  
\$493,382  
23%



### # of Individuals Served





## GOAL ►

90% of Berkshire County 3rd graders will read proficiently.

## ACHIEVEMENTS

**EARLY CHILDHOOD EDUCATION** – 495 children served  
89% progressed to or maintained age appropriate stage in language, social and emotional development.

**HOME VISITING** – 128 children served  
84% of parents were reading, singing aloud and/or telling stories to their children each week.

“Our son’s confidence has grown, allowing him to stand and take his first steps. His speech has really exploded. Also, he has better use of his hands. As parents, we have learned more about what we can do to help him at home. We know he will be better prepared for a pre-school setting, thanks to his participation in this program.”

## Book Houses

50 were installed in 23 communities throughout the County, helping 12,000 children gain access to reading material year-round.



**GOAL** ▶

Berkshire County’s high school graduation rate will show a continuous upward trend.

**ACHIEVEMENTS**

**MENTORING** – 261 youth matched with a mentor  
92% of youth reported feeling connected to caring adults who act as positive role models; 95% of youth graduated high school or are on track to graduate at the end of the program.

**COLLEGE AND WORK READY** – 2,321 youth enrolled  
86% of youth were able to identify life/career goals upon completing the program.

“The biggest thing I’ve learned is to believe in myself and work as a team. It was hard for me to overcome my stage fright and being anti-social but I enjoyed making new friends.”

**Humans of the Berkshires**

is a Facebook and Instagram campaign featuring the diverse talents and interests of county youth, in response to data indicating they do not feel appreciated by their community.



## GOAL ►

Reduce the percentage of Berkshire County families that are low-income.

## ACHIEVEMENTS

**BUNDLED SERVICES** – 674 individuals received multiple integrated services – 63% were placed in jobs as a result of services provided; 37% earned a degree or certificate; 19% raised their credit score; 10% reduced their debt.

**VOLUNTEER INCOME TAX ASSISTANCE/VITA** – As a result of this free tax prep program, \$1.48 million dollars were returned to Berkshire County working families.

**WORKPLACE RESOURCE COORDINATOR (WRC)** – Served as an information and referral link to resources to address the needs of 1,400 employees in five Berkshire County work places.

“My financial coach helped me see possibilities and encouraged me through a job loss, re-employment and even getting my taxes done. I learned how to use a computer. I feel so blessed to be able to manage things on my own and provide a home and stability to my family.”

## MA 211

1,262 calls were made to a referral line staffed by counselors 24/7 who connect residents to the resources they need. Top needs were assistance with child care expenses, community shelter, electric service payments, and food pantries.

Berkshire United Way  
200 South Street  
Pittsfield, MA 01201  
berkshireunitedway.org

## MISSION

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

## 2015-2016 BOARD OF DIRECTORS

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President and CEO

