

ANNUAL REPORT

July 2014 - June 2015

LIVE UNITED

United
Way



Berkshire United Way



Summer Lunch and Learn at Morningside Community School

Berkshire United Way

200 South Street

Pittsfield, MA 01201

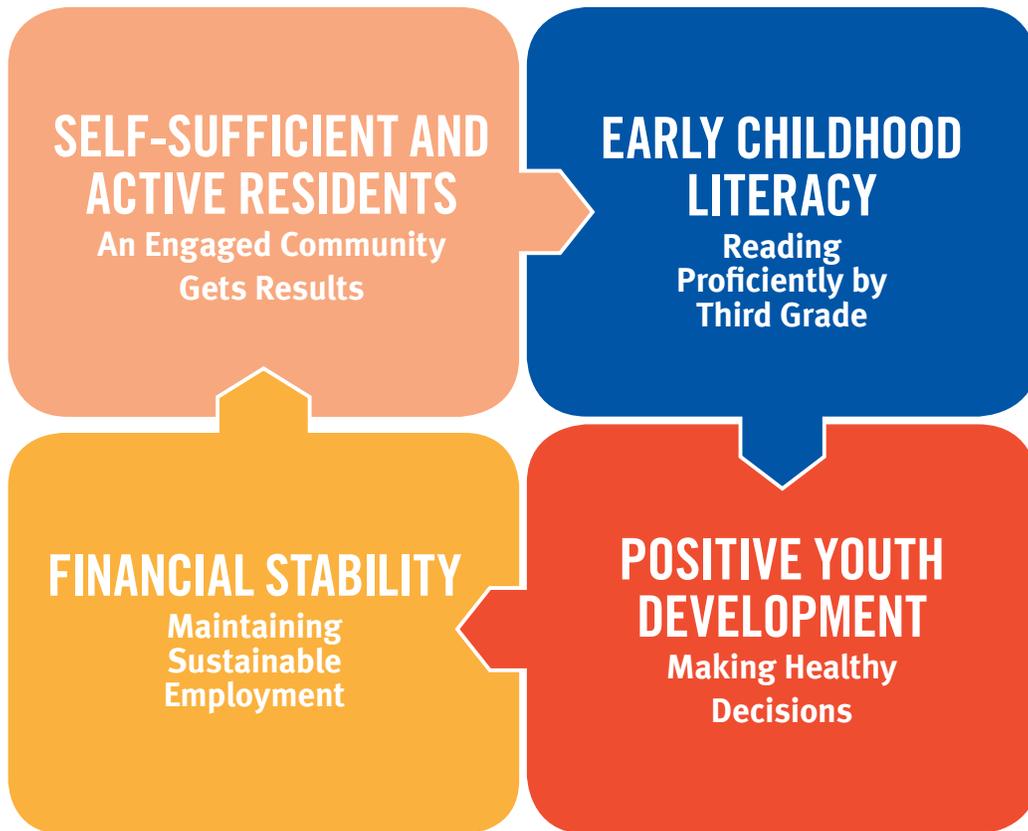
413.442.6948

www.berkshireunitedway.org

OUR CHILDREN SUCCEED. YOUTH MAKE HEALTHY DECISIONS. OUR COMMUNITY THRIVES.



HOW WE CREATE LONG-TERM CHANGE:



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90 YEARS OF COMMUNITY LEADERSHIP



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.

Kristine Hazzard
President and CEO
Berkshire United Way

Brenda Burdick
Senior Manager, Marketing and Public Relations, General Dynamics
Berkshire United Way, Board of Directors Chair

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EARLY CHILDHOOD LITERACY



2,409 parents and caregivers attended special events, parent workshops, and trainings.

Gladys Allen Brigham Community Center, Inc.

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.

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.

RESULTS

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.



POSITIVE YOUTH DEVELOPMENT

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.



In Our Shoes Youth Forum, Herberg Middle School

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.

Hot Topics: This after school program offered to middle school students in the Central Berkshire Regional School District uses an evidence-based substance abuse prevention curriculum called Project Success to help teens have a meaningful, open conversation about pressing topics like substance use, family pressures, and relationships. Every attendee reported that the program was important, meaningful, and that they'd re-enroll if it was offered again.

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.

"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

A total of 692 pounds of leftover prescription drugs were collected at Rx roundups in Central Berkshire County. 1,425 pounds of drugs were collected county-wide.

RESULTS

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.

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

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

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

FACE OF FACTS.
reduce teen pregnancy

BYDP
Berkshire Youth Development Project



FINANCIAL STABILITY

1,066 local calls were made to Mass 211 with top needs including electronic service payment assistance, rent payment assistance, utility payment assistance, and emergency food/food pantries.



Employer Community Conversation, Berkshire Community College South County Campus

CHALLENGE

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

HIGHLIGHTS

42 different Berkshire County employers, represented by 72 individuals, attended the Employer Community Conversations held during the 2014-2015 fiscal year.

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.

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

RESULTS

"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

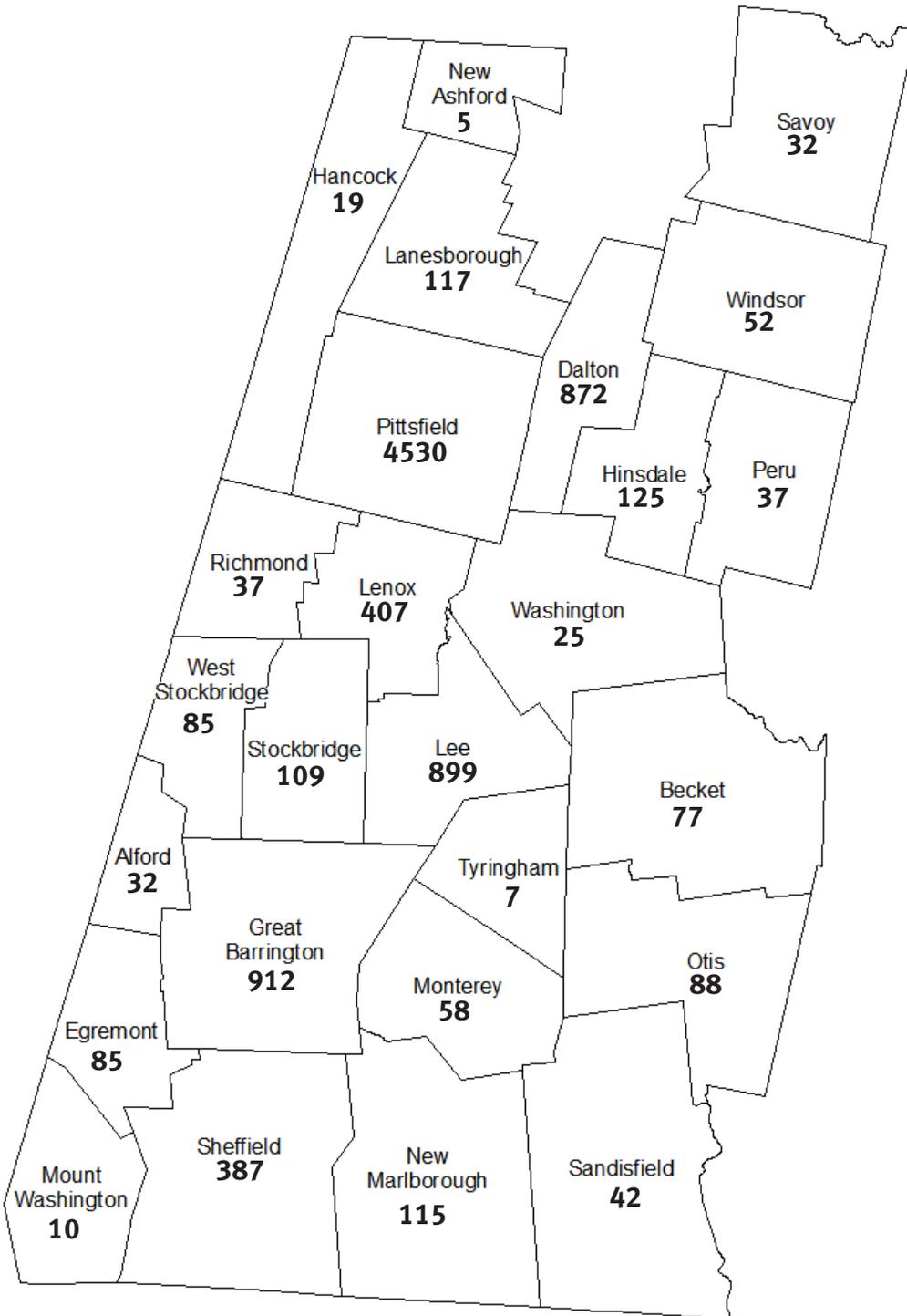
BERKSHIRE UNITED WAY

2014-2015 Service Area and Population Served Map



Berkshire United Way

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 Independence \$250,000 - \$499,999

Josephine and Louise Crane
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Ordre d' Egalite \$50,000 - \$74,999

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

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Jay Sackett
Ray Murray Inc.

Joseph and Christine Salek
Specialty Minerals/
Berkshire County Head Start

Arthur and Katherine Sanders
Crane

Dr. Stuart H. and Phyllis Sandrew

Drs. Wynn* and Elizabeth Sayman

David Sicker
SABIC Innovative Plastics

Sheila Silsby
Berkshire Medical Center

Clark Simmons
Petricca Industries, Inc.

Diane Singer
Community Health Programs

Mary Skorupa
Onyx Specialty Papers Inc.

Mundi and Syd Smithers
Cain Hibbard & Myers, PC

Samuel and Vicki Sommerville
General Dynamics Mission Systems

Lawrence Spatz
Berkshire Medical Center

Eric W. and Joanne Sutherland-Spence
General Dynamics Mission Systems/
Dettinger Lumber

Peter and Andrea Stasiowski
Interprint Inc.

Michael Stoddard
Greylock Federal Credit Union

Jennifer Stokes
Morningside Elementary School

C. Stumpf and T. Finn
Crane

Michael and Dianne Supranowicz
Hillcrest Educational Centers/
Greylock Federal Credit Union

Linda Supranowicz
SABIC Innovative Plastics

Stephen Sykes
Raymond James and Associates

David Thomas
Eversource

Elizabeth Thomas

David and Kathleen Tisdale
Berkshire Medical Center/
The Guardian Life Insurance
Company of America

Brian and Rachel Tomkowicz
Smith, Watson & Company, LLP/
Berkshire Medical Center

Lisa Trybus
Greylock Federal Credit Union

John S. and Barbara Tulloch
Eversource/Berkshire Eye Center

Jon Valigorsky

Marjorie and Edward Van Dyke

Mandj and Biji Vengalil
Interprint Inc.

Abbie Von Schlegell

Diana Wall
SABIC Innovative Plastics

Jeffrey Ward
General Dynamics Mission Systems

Robert Wellman
SABIC Innovative Plastics

Richard Whalen
Pittsfield Cooperative Bank

Lauren Whitney
Berkshire Medical Center

Ellen Whittaker

Lynn Wood
Onyx Specialty Papers Inc.

Chief Michael J. Wynn
Pittsfield Police Department

Karen and Richard Zink
Berkshire Gas Company

Anonymous Donor
Covestro

Anonymous Donor
Onyx Specialty Papers Inc.

Anonymous Donor (2)



Perri and Michelle Petricca receive congratulations at Berkshire United Way's Greylock Society Reception after being honored with the 2015 Ruth P. and Nicholas Boraski Leaders in Philanthropy Award.

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.

*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

ASSETS

Cash & Investments	\$2,633,680
Net Pledges & Grants Receivable	1,091,680
Other Receivables & Prepaids	46,216
Property & Equipment	333,711

TOTAL ASSETS \$4,105,306

LIABILITIES

Community Investment Grants Payable	\$1,507,107
Designations Payable	151,194
Accounts Payable, Deferred Revenue & Accrued Expenses	54,971
Note Payable	56,589

TOTAL LIABILITIES \$1,769,861

NET ASSETS

Unrestricted	\$1,690,099
Temporarily Restricted	159,058
Permanently Restricted	486,288

TOTAL NET ASSETS \$2,335,445

TOTAL LIABILITIES & NET ASSETS \$4,105,306

STATEMENT OF ACTIVITIES

For the year ending June 30, 2015

REVENUE, GAINS & OTHER SUPPORT

Campaign Revenue	\$2,492,665
Private & Government Grants	319,409
Other Revenue	175,116
Investment Income	44,893

TOTAL REVENUE, GAINS & OTHER \$3,032,083

EXPENSES

Community Investment Grants	\$2,081,223
Designations & Allowance	270,116
Fundraising Expenses	367,065
Support Services	346,322

TOTAL EXPENSES \$3,064,726

CHANGE IN NET ASSETS (\$32,643)

NET ASSETS, JULY 1ST, 2014 \$2,368,088

NET ASSETS, JUNE 30TH, 2015 \$2,335,445

Source is 2014-2015 audited financial statements.

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.

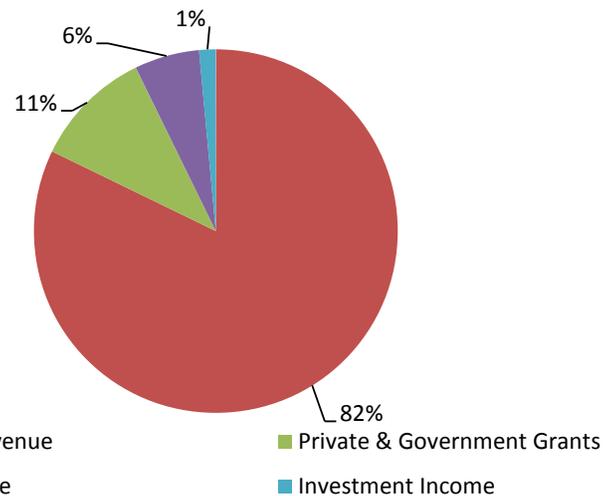
Focus groups were conducted about our branding, which has allowed us to improve and further understand our strengths and weaknesses.

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)



Revenue, Gains and Other Support



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



LIVE UNITED



Berkshire United Way