

Berkshire United Way **Impact Report**

JULY 2016 to
JUNE 2017



Berkshire United Way was voted **BEST COMMUNITY SERVICE ORGANIZATION** in the Berkshires two years in a row.



Our Vision Berkshire County is a dynamic engaged community with opportunities for all.



For over 90 years, Berkshire United Way has been working with people like you to build a stronger Berkshire community, by supporting children and families. We provide early education opportunities so children enter school ready to learn; give young people the tools they need to make healthy decisions; and help working families become financially stable.

We celebrated positive progress this past year as the State Department of Public Health released 2015 data reflecting a significant decline in teen births in both North Adams and Pittsfield. This was particularly good news for the Face the Facts: reduce teen pregnancy coalition, a countywide, Berkshire United Way led collaborative which has targeted much of its efforts in those communities.

As we look ahead, there is still work to be done. We need to ensure that every child in Berkshire County, regardless of their zip code, arrives at school ready to learn and has the opportunity to build productive careers and fulfilling lives here in the Berkshires.

When members of our community succeed, we all succeed. Our board and staff are strong, engaged and committed to moving our community forward. We invite you to join us—on our website, Facebook page or at one of our many community events—to see how we can build a stronger community together. On behalf of our friends and neighbors here in the Berkshires, we thank you.

Kristine Hazzard
President & CEO
Berkshire United Way

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GIVE. ADVOCATE. VOLUNTEER.

Each one of us plays a role in addressing the current and developing needs of our community.



Thank you to our leading corporate investors.



1,200

literacy backpacks
were assembled and
distributed to rising
kindergartners.



A rising kindergartner receives her literacy backpack at Berkshire United Way's Day of Caring event at the DALTON CRA.

EARLY CHILDHOOD DEVELOPMENT



Pop-up story time during the Westside Community Day at the Christian Center in PITTSFIELD.

Helping kids arrive at school ready to learn.

Goal

90% of Berkshire County kids in 3rd grade will read proficiently.

Achievements

- ✓ Quality Early Childhood Education - 464 children enrolled
96% of children progressed to or maintained age appropriate stage in social and emotional development.
- ✓ Home Visiting - 178 children enrolled
77% of parents report reading aloud, singing, and/or story telling each week.

“I never thought he’d be able to do so well. If he can do this, what else can he do?”

– Proud mother of a Trauma Recovery Program participant at Berkshire County Kids’ Place

POSITIVE YOUTH DEVELOPMENT



Mentoring in action at the Railroad Street Youth Project in GREAT BARRINGTON.

Giving young people the tools to make healthy decisions.

Goal

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

Achievements

✓ Mentoring – 287 kids matched with a mentor

79% of teens report feeling connected to caring adults who act as positive role models.

✓ Sexual Health Education - 909 kids enrolled

82% of teens report that they avoid things that are dangerous or unhealthy.



The youth development strategies we're engaged in contribute to positive changes for our whole community. It is our hope that the teens of today become engaged leaders of our community tomorrow.

"I have been involved with Greenagers for 7 years and it has been the most influential program of my life."

FINANCIAL STABILITY



A working family completes their taxes through the Volunteer Income Tax Assistance Program (VITA) at Central Berkshire Habitat for Humanity.

Helping working families build a stronger future.

Goal

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

Results

✓ 366 individuals received services related to job placement

21% of individuals were placed in jobs.

✓ **\$1,625** received on average by participants in the Volunteer Income Tax Assistance (VITA) program, resulting in over \$1.7 million in additional funds circulating in our community.



More than 17,000 people in Berkshire County are unemployed, with only 2,700 of those collecting unemployment benefits with job placement support. Berkshire United Way will begin a much broader cross sector partnership to help individuals obtain, retain and excel in jobs.

It's EPIC

In June, the groundwork was laid for development of the new Economic Prosperity Impact Council (EPIC). EPIC is a countywide coalition led by Greylock Federal Credit Union, Guardian Life Insurance Company of America and Berkshire United Way, which aims to build pathways to sustainable incomes for individuals and families in the community. Over the next six months, a consultant from Living Cities will work with EPIC to identify shared goals and clear action steps as coalition members work together to develop and implement strategies to get more people to work and fill vacant jobs. EPIC's vision is for Berkshire County to have a diverse, thriving, and sustainable economy where everyone has equitable access to economic prosperity.

Building Our Community

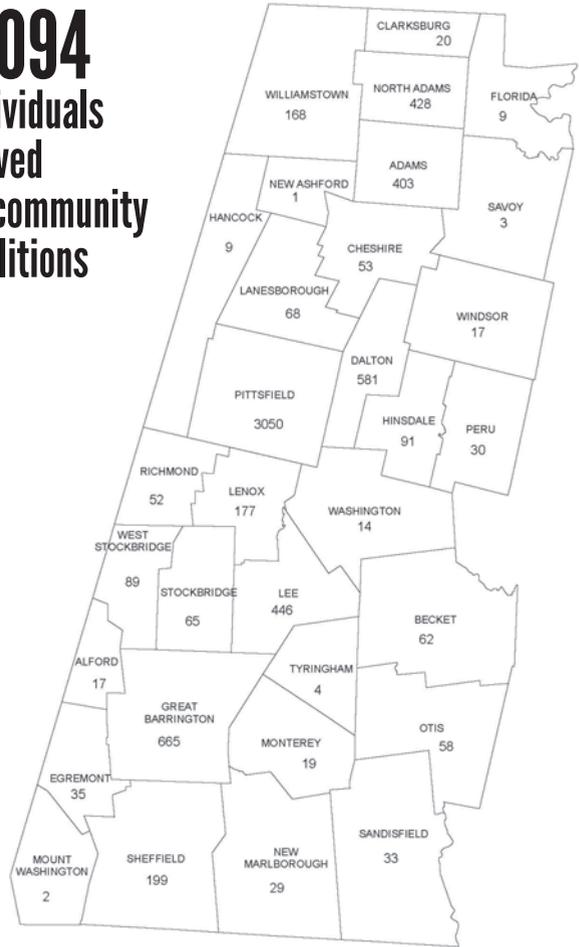
5,275
donors

\$2.03
million invested

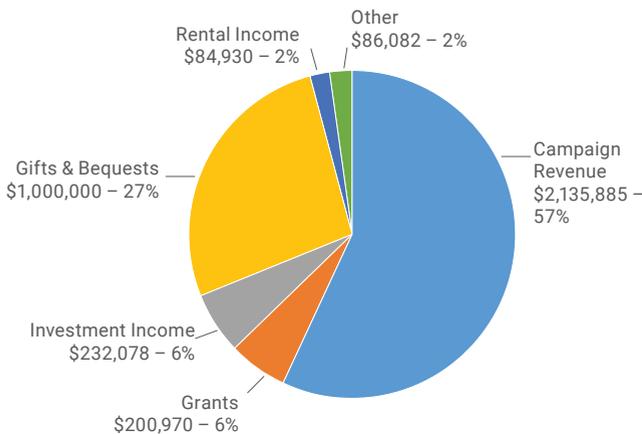
in **32** communities

16,488
lives impacted

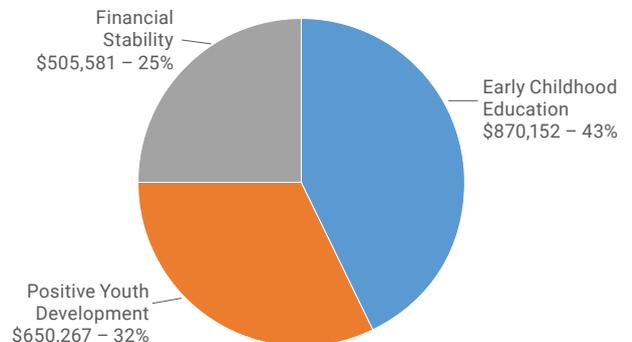
8,094
individuals
served
by community
coalitions



FY17 Revenue



FY17 Community Investment \$



For a complete financial report, please visit our website at berkshireunitedway.org.



Participants in Berkshire Compact for Education's Berkshire County Goes to College program. Photo courtesy of Berkshire Community College.

Berkshire United Way serves as the backbone organization for the coalitions listed below.



Objectives:

- Support early childhood literacy and development for children from birth to 3rd grade
- Work with community partners across early childhood, education, health, business and cultural sectors
- Ensure children in Pittsfield arrive at Kindergarten ready to learn



Objectives:

- Reduce the teen birth rate in Berkshire County
- Increase access to health services
- Support training and delivery of evidence-based sexuality education



Objectives:

- Develop strategies to address early childhood education
- Close the achievement gap
- Engage families and their children in everyday learning opportunities



Objectives:

- Unite the community to create a healthy environment for positive youth development
- Reduce and prevent substance use by teens
- Promote healthy choices

Some community problems can seem too complex for any one person, agency or organization to tackle. Coalitions of people from different sectors, with different expertise and experiences, are often a positive way for people to work together to develop and execute solutions to achieve a common goal. Members of a coalition have a shared vision, align their activities to support one another, are in agreement on how they will measure success, and are in regular communication with one another.

GREYLOCK SOCIETY MEMBERS*



Participants in Girls Inc. of the Berkshires at Gladys Allen Brigham Community Center, Inc. Photo courtesy of Susan Geller.

The Alexis de Tocqueville Society

Les Table de Ronde de Millions de Dollars \$1,000,000 plus

SABIC

Ordre de Independance
\$250,000-\$499,999

Josephine and Louise Crane Foundation, Inc.

Ordre de Fraternite
\$75,000-\$99,999

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* Represents donors who made gifts of \$1,000 or more to support Berkshire United Way's work/impact areas.

** Berkshire United Way sadly mourns the loss of a valued community member.

MA 211

1,074 calls were made to this referral line staffed by specialists
24/7 who connect residents to the resources they need.



**“I do not have enough words to tell you of all the lives I
have observed made better, the families I have seen made
stronger, through the work of Berkshire United Way.”**

– Dr. Jason “Jake” McCandless, Superintendent of Pittsfield Public Schools

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