FIND A PLACE FOR YOURSELF AT THE NPC

We partner with a wide variety of people and businesses to bring valuable services to nonprofits. We need people to donate, teach, write articles, offer space, advertising or pro bono consulting.

CONNECT

» Giving Back Guide
» Roundtable Discussions
» Networking Events
» Referrals

» Website
» List Serve
» Volunteer Fairs
» Berkshire Nonprofit Awards

“Only you can do something for the first time and nail it with great concept, promotion, turnout, & execution – & to thank you for the results. We gathered dozens of names (at the Volunteer Fair) & added to our usher ranks & to our flyer distribution channels. It’s definitely making the Mahaiwe stronger already.”

— Janis Martinson, Interim Executive Director/Mahaiwe Performing Arts Center

LEARN

» Connections Magazine
» Workshops
» Nonprofit Boot Camp
» Berkshire Gala Calendar

» Board Member Trainings
» Primary Research
» Philanthropy in the Schools Curriculum

“I would recommend the Nonprofit Boot Camp because there are so many points covered that were not in the resources & books I have been pouring over - that you just need to experience in person from those who have the expertise. You get to be part of a group that is asking the questions you haven’t even begun to consider or wondered about but didn’t thing to ask”

— Julie Bishop/Walnut Woods

GROW

» Coaching
» Grant Review Service
» Resource Fair

» Executive Trainings
» PR Service
» Nonprofit Resource Directory

“I benefited hugely from the September workshop you offered for writing annual appeal letters. I had a great time writing these emails and I am proud of what I could craft giving all your help.”

— Mary Campbell, Executive Director & Founder/Walking Our Talk
2019 REVIEW

2019 was another year of explosive growth and real momentum in which we met our organizational goals of strengthening internal capacity, raising more revenue, creating more programs, and increasing membership. Most importantly, we are meeting our mission of providing truly valuable connections and resources for nonprofits in our community.

PROGRAM

Many local experts stepped up to teach topics such as theories of change, bias training and annual appeal writing. We hosted 17 workshops in all (9 in Pittsfield). Three of these were presented by regional resources (MA Service Alliance, Philanthropy MA, & MassDevelopment) and one was in roundtable format.

We are particularly proud of our partnership with local businesses whose ad dollars allowed us to deliver Connections Magazine and the Nonprofit Resource Directory FREE to 400 nonprofits.

“Thank you for facilitating the Nonprofit Board Training. Prior to attending I really believed board work was for other people; your course showed me that I do, and can, bring something to the board room.”

— OLLI Member

Because of our major funders, our signature offerings are thriving including a larger Giving Back guide and Nonprofit Awards event. New offerings such as board trainings and the volunteer fair were well-received and are poised to expand.

MEMBERSHIP

We are 138-members strong (a 22% increase) with 17% of our revenue coming from dues, and a very high retention rate of 99%. We personally met with over 60 nonprofits, processed over 100 referrals, and served over 800 individuals from 275 organizations. On average, our members take advantage of 4 to 5 NPC programs annually.

“Thank you for the time and effort you have given to us. In one hour you were able to hone in on our important issues and offered terrific advice. We certainly will follow up on these recommendations.”

— Janice Kabel, Board President/ Great Barrington Land Conservancy

FUNDRAISING

We succeeded in increasing our earned income revenue and forged ahead with a new push for contributed income, receiving our largest grant to date from Guardian for Philanthropy in the Schools Curriculum. We were honored to be the recipients of the Berkshire Co-Op’s “Round Up for Change” donation and a surprise $5,000 grant from MA Bankers Association. Our board actively participated in many different types of fundraising this year and was successful in securing a couple of significant gifts. All told, we were able to raise $115,000 through 11 income streams. Whew!

“I was just thinking of you this morning and how grateful we should all be to you for starting the NPC and supporting nonprofit work in the Berkshires so joyfully and transparently.”

— Maria Rundle, Executive Director/Flying Cloud Institute

OPERATIONS/CAPACITY BUILDING

We achieved our goal of making Elizabeth Stone a full-time employee, added 4 new board members, purchased Quick Books to take bookkeeping in-house, bought InDesign to bring graphic design in-house, purchased a Little Green Light database to better manage our donors and members, implemented a computer back-up system, and pursued professional development opportunities including webinars and the Berkshire Leadership Program.

ADVOCACY

We are becoming more visible and vocal as people reach out to us for sector information, presentations, articles, and participation on committees. We continue to operate from the view that there are many unidentified and unleveraged resources we can tap into to help nonprofits. The nonprofit sector accounts for 1 in 4 jobs in Berkshire County. That’s something we can work with! Nonprofits want us to help organize the sector; become more efficient, and speak with one voice.

THANKS TO YOU, WE CONTINUE TO GROW!

BERKSHIRE NONPROFIT STATS

Berkshire County is home to over 1,000 nonprofit organizations, one of the highest per capita in the Commonwealth.

Most of them are small with annual revenue under $250,000.

According to the Bureau of Labor Statistics, Berkshire County has one of the highest rates of nonprofit employment in the country. (We rank 27th in the nation!) Investing in nonprofits is a good idea. Over the past decade, nonprofit job growth outpaced for-profit job growth by 3 to 1 in the U.S. Nonprofit wages topped $638 billion in 2016, the 3rd largest payroll in America, behind manufacturing and professional services. (Johns Hopkins Center for Civil Society Studies)

In an Independent Sector analysis, the value of an hour of a volunteer’s time in Massachusetts rose 3.1% last year to $32.15, making it the highest among the 50 states.

FUNDRAISING

Donations*

2016 2017 2018 2019

<table>
<thead>
<tr>
<th>Year</th>
<th>Donations*</th>
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</thead>
<tbody>
<tr>
<td>2016</td>
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<tr>
<td>2017</td>
<td>$7,897</td>
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<tr>
<td>2018</td>
<td>$29,209</td>
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<tr>
<td>2019</td>
<td>$39,108</td>
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*Including individual, corporate, grant contributions and sponsorships

NPC MEMBERS

YEAR

NPC MEMBERS

2016 2017 2018 2019

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
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<tr>
<td>2016</td>
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<tr>
<td>2017</td>
<td>68</td>
</tr>
<tr>
<td>2018</td>
<td>113</td>
</tr>
<tr>
<td>2019</td>
<td>138</td>
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206

Donations Growth

2016 2017 2018 2019

<table>
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<tr>
<th>Year</th>
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</thead>
<tbody>
<tr>
<td>2016</td>
<td>0%</td>
</tr>
<tr>
<td>2017</td>
<td>1%</td>
</tr>
<tr>
<td>2018</td>
<td>2%</td>
</tr>
<tr>
<td>2019</td>
<td>22%</td>
</tr>
</tbody>
</table>

THANKS TO YOU, WE CONTINUE TO GROW!

In 2019 we met our organizational goals of strengthening internal capacity, raising more revenue, creating more programs, and increasing membership. Most importantly, we are meeting our mission of providing truly valuable connections and resources for nonprofits in our community.
OUR 2019 COMMUNITY OF SUPPORTERS*

MAJOR FUNDERS
Anonymous
Berkshire Bank
The Berkshire Eagle
Berkshire Food Co-op
Berkshire Taconic Community Foundation
Converging Arts LLC
Empower Retirement
Feigenbaum Foundation
Film Movement LLC
Guardian Life Insurance Company
Kwik Print
Lee Bank
Massachusetts Bankers Association
October Mountain Financial Advisors
Rep. William “Smitty” Pignatelli
Dr. Robert C. and Tina Sohn Foundation
Jessica Traynor
Triplex Cinema

NONPROFIT ADVISORY BOARD
Amber Besaw/Northern Berkshire Community Coalition
Alisa Costa/Pittsfield Working Cities
Lisanne Finston/Gould Farm
Julie Hannum/Berkshire Community College South County Center
Margaret Keller/Community Access to the Arts
Janis Martinson/Mahaiwe Performing Arts Center
Kim McMann/Berkshire Food Project
Maria Rundle/Flying Cloud Institute
Ilana Steinhauser/Volunteers in Medicine
Erin Sullivan/18 Degrees
Amy Taylor/Berkshire Taconic Community Foundation
Kristen Van Ginhoven/WAM Theatre
Karen Vogel/Berkshire United Way
Bob Voss/Growth River
Megan Whilden/Osher Lifelong Learning Institute
Salisbury Bank & Trust Company
United Personnel
Willow - Investments for Loving Change

ADVERTISING PARTNERS
Adelson & Company PC
Bayside Financial
Berkshire Bank
The Berkshire Eagle
berkshire FLYER
Berkshire Made Media
Berkshire Net Results
Berkshire Taconic Community Foundation
BizTech Associates
The Brien Center
Charles River CFO, Inc.
Converging Arts LLC
Efor All
Goodwill Industries of The Berkshires, Inc.
Jenni Haley
Lee Bank
Massachusetts College of Liberal Arts - MCLA
MassDevelopment
NASH Insights
Oakdale Foundation
Paper Crane Associates
Professionality Consulting
Qualprint
Rise Up Leadership Coaching
Roger Magnus Research
Rural Intelligence
Southern Berkshire Ambulance
TL Phillips Consulting
Virgil Stucker and Associates LLC
Wheeler & Taylor
Willow - Investments for Loving Change
Zip ‘N Sort Mail Services
Rena Zurofsky

FACULTY
Mark Avnet
Kim Baker
Robin Catalano
Sarah Glatt
Jenni Haley
Ethan Klepetar
Stephanie Lawrence
Roger Magnus
Susan Nicholl
Tom Phillips
Dawn Stanton
Gwendolyn Van Sant
Bob Voss

ADVISORY BOARD
Rich Aldrich
Betsy Andrus
Tony Blair
Natasha Dresner
John Katz
Mary McGurn
Scott Rote
Martin Schwartz
Barry Shapiro
Richard Stanley

BUSINESS SUPPORTERS
Adelson & Company, PC
Bayside Financial
Berkshire Net Results
Berkshire Trade & Commerce
Biztech Associates
Briarly-Bowers Consulting
Emerson & Church Publishers
Encore Audio
Kwik Print
Lee Bank
Melarbit Partners
Mountain Health Real Estate
My Versatile Secretary
NASH Insights
Paper Crane Associates
Professionality Consulting
Qualprint
Rise Up Leadership Coaching
Roger Magnus Research
Rural Intelligence
Southern Berkshire Ambulance
TL Phillips Consulting
Virgil Stucker and Associates LLC
Wheeler & Taylor
Willow - Investments for Loving Change
Zip ‘N Sort Mail Services
Rena Zurofsky

REGIONAL PARTNERS
MassDevelopment
Massachusetts Nonprofit Network
Massachusetts Service Alliance
Philanthropy Massachusetts

*Please let us know of any errors or omissions and note this list reflects only 2019 participation.

“Love your awards event…happy so many people are acknowledged for their commitment, (com)passion, and caring.”

– Ellen Kennedy, President/Berkshire Community College
The NPC implemented a Needs Assessment Survey in the spring of 2019. Sixty-two nonprofits responded out of a universe of approximately 400. The mix of executive, development and marketing voices provides a nice balance of perspectives.

Three areas stood out for growth potential:

#1 Training

While the NPC has been regularly offering single workshops once or twice a month, offerings need to be expanded and deepened to meet the demand.

#2 Networking

The most desired networking opportunities include:

- Speaker series.
- Regular gatherings (e.g., after work).
- Executive Director Breakfasts.

# 3 Shared Resources

Nonprofits are most interested in exploring group health insurance and sharing back office services. The NPC is investigating various models and options.

Our appreciation goes to Bob Voss of Growth River Consulting and our Nonprofit Advisory Board for crafting the assessment survey.

"Thank you for the good roundtable. I hope that we can continue to build this community among the nonprofits. I particularly like your events because I feel like it brings together a cross-section that doesn’t always interact otherwise.”

– Alex Reczkowski, Executive Director/ Berkshire Athenaeum