

# 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.

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- » 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

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- » 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

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- » 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

# NPC NONPROFIT CENTER OF THE BERKSHIRES 2019 ANNUAL REPORT

THE NPC AND YOU...  
helping nonprofits  
connect, learn and grow



Volunteer Fair, November 2019. Photo by McGurn Media

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!

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.

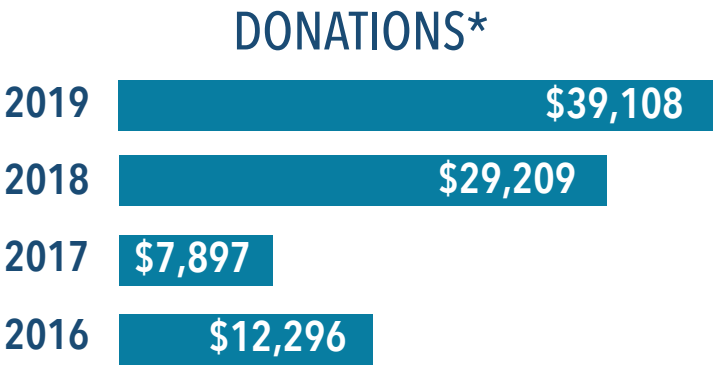
ADVOCACY

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.

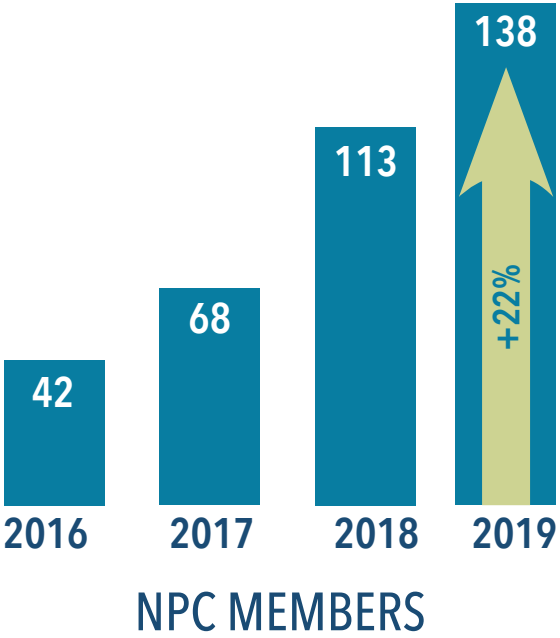
*"I was just thinking of you this morning and how grateful we should all be to you for starting the NPC and supporting nonprofit work in the Berkshires so joyfully and transparently."*

— Maria Rundle, Executive Director/  
Flying Cloud Institute


THANKS TO YOU, WE CONTINUE TO GROW!



\*Including individual, corporate, grant contributions and sponsorships




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.

**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)



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!)

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.





## 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

### BOARD

Erika Allison  
Ron Bernard (President)  
Stephanie Bosley  
Sarah Carpenter (Secretary)  
Auric Enchill  
Marianne Fresia (Treasurer)  
Ilene Marcus  
Dan Stanyon  
Abbie J. Von Schlegell, CFRE

### ADVISORY BOARD

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

### 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 Steinhauer/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

### BUSINESS SUPPORTERS

Adelson & Company, PC  
Baystate Financial  
Berkshire Net Results  
Berkshire Trade & Commerce  
Biztech Associates  
Brierly-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  
Professional Consulting  
Qualprint  
Rise Up Leadership Coaching  
Roger Magnus Research

Salisbury Bank & Trust Company  
United Personnel  
Willow - Investments for Loving Change

### ADVERTISING PARTNERS

Adelson & Company PC  
Baystate 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  
Professional 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 Stanyon  
Gwendolyn Van Sant  
Bob Voss

### VOLUNTEERS

Jean Atwater-Williams  
Barbara Campbell  
Sarah Carpenter  
Laura Katz  
Rachel Louchen  
Mary Vasquez Slack  
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

# NEEDS ASSESSMENT SURVEY

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

# NONPROFIT MEMBERS

18 Degrees	Construct Inc.
1Berkshire	Coolidge Hill Foundation
Acupuncturists Without Borders Berkshire Chapter	Crescendo
Albany Berkshire Ballet	Dalton Community Recreation Association
Aston Magna Foundation for Music & the Humanities	Dewey Memorial Hall
Austen Riggs Center	Downtown Pittsfield, Inc.
Bard College At Simon's Rock	Educate the Whole Child
Barrington Institute	Elder Services of Berkshire County
Barrington Stage Company	ExtraSpecialTeas
Baseball in the Berkshires, Inc.	Feronia Forward Ltd
BerkShares	Flying Cloud Institute
Berkshire Agricultural Ventures	Gladys Allen Brigham Community Center
Berkshire AHEC, Inc.	Goodwill Industries of the Berkshires
Berkshire Art Museum	Gould Farm
Berkshire Athenaeum	Great Barrington Historical Society
Berkshire Baby Box	Great Barrington Land Conservancy
Berkshire Bach Society	Greenagers
Berkshire Botanical Garden	High Spirit Community Farm Inc
Berkshire Bounty	Hoosic River Revival
Berkshire Business and Professional Women	Irie's Pet Food Pantry
Berkshire Center for Justice	Jacobs Pillow Dance Festival
Berkshire Children's Chorus	Jane and Jack Fitzpatrick Trust
Berkshire Choral International	Jewish Federation of the Berkshires
Berkshire Coalition for Suicide Prevention	Kindness Is Foundation
Berkshire Community Action Council	Kiwanis Club of Sheffield
Berkshire Community Diaper Project	Literacy Network of South Berkshire
Berkshire Country Day School	Manos Unidas Multicultural Educational Cooperative
Berkshire County Arc	Mass Audubon Pleasant Valley
Berkshire County Kids' Place and Violence Prevention Center	MassHire Berkshire Workforce Board
Berkshire County Regional Housing Authority	Master Artist Class
Berkshire Family and Individual Resources	Monterey Community Center
Berkshire Film & Media Collaborative	MS Support Foundation
Berkshire Food Project	Music in Common
Berkshire Gateway Preservation	Norman Rockwell Museum
Berkshire Grown	North East Community Center
Berkshire Health Systems	Northern Berkshire Community Coalition
Berkshire Historical Society	Northern Berkshire Habitat for Humanity
Berkshire Humane Society	Northern Berkshire United Way
Berkshire Immigrant Center	Oakdale Foundation
Berkshire Interfaith Organizing	Osher Lifelong Learning Institute at BCC
Berkshire Museum	Otis Library and Museum
Berkshire Music School	Pediatric Development Center
Berkshire Natural Resources Council	Philanthropy Massachusetts
Berkshire Place	Pittsfield Education Foundation
Berkshire Playwrights Lab	Railroad Street Youth Project
Berkshire Pulse	Riverbrook Residence
Berkshire South Regional Community Center	Saint James Place
Berkshire Taconic Community Foundation	Sandisfield Arts Center
Berkshire United Way	Sawa Sawa Foundation
Berkshires Jazz	Schumacher Center for A New Economics
Berkshires Tomorrow	Sheffield Association
The Bidwell House Museum	Sheffield Land Trust
Blue Rider Stables	Southern Berkshire Ambulance
BRIDGE	Southern Berkshire Chamber of Commerce
The Brien Center	Southern Berkshire Elderly Transportation Corporation
Cantilena Chamber Choir	Stanton Home
Center for Peace Through Culture	Tamarack Hollow
Central Berkshire Habitat for Humanity	Tanglewood
Chesterwood	UCP of Western Massachusetts, Inc.
Child Care of the Berkshires	Volunteers in Medicine Berkshires
Christian Center of Pittsfield	Walking Our Talk
Clinton Church Restoration	Walnut Woods
Close Encounters With Music	WAM Theatre
Community Access To the Arts	Williams College
Community Development Corporation of South Berkshire	Williamstown Community Chest
Community Health Programs	Williamstown Youth Center
Community Land Trust in the Southern Berkshires	Youth, Education and Sport (YES) Initiative
	Zion Lutheran Church of Pittsfield