

Testimonials

"You put together a great Town Hall and got so many good people together. The reality is that without you trumpeting the importance of nonprofits to the health of the economy and the delivery of services to citizens of the state, I don't think we would get as much notice in Boston. The really big nonprofits spend a lot of their own time and resources cultivating Boston in ways that little guys like us can't. Thank you for everything you and the NPC are doing!"

- Maria Rundle/Flying Cloud Institute

"I thought it (Human Service Organizations Roundtable) was a very good event. I feel there was good collaboration and honest idea exchange that can lead to a continued better community here in the Berkshires!"

- Brian Drake/MountainOne (Sponsor)

"I'm thankful for all the assistance you've provided to me as a Board member of Ventfort Hall during the pandemic!"

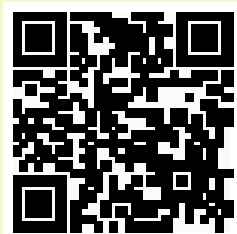
- Susan Moyle Lynch

"Thank you so much for all your assistance with our Scholars marketing request, it has been a pleasure working with you. As a small nonprofit, having the assistance and being connected to many new outlets goes beyond words of thanks. I truly appreciate all your efforts."

- Sheila Dargie/Berkshire AHEC

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2021 Highlights

Helping nonprofits connect, learn & grow

- The virtual **Berkshire Nonprofit Awards** included inspirational interviews with 8 honorees and a heartfelt tribute to healthcare workers with a message from Senator Elizabeth Warren
- In partnership with *Berkshire Magazine*, we mailed over 13,000 **Giving Back guides** to subscribers
- We held an in-person **Boot Camp** at Red Lion Inn with dynamic local presenters and lots of open windows
- Fielded over 200 requests for information and advice
- Partnered with Berkshire United Way, our **Virtual Volunteer Fair** included 37 Nonprofits who enlisted approximately 100 high-quality volunteers
- Rep. William "Smitty" Pignatelli went to bat for the NPC filing a **\$25,000 earmark** (Co-sponsored by Reps. Farley-Bouvier and Barrett) to help us expand programs & serve more nonprofits
- We are proud **fiscal sponsors** of Berkshire Busk, Latinas413, The Story Sanctuary, Stewards of H.O.P.E., and Love of T Foundation.



More exciting projects are in the works including:

- a first-ever Berkshire Nonprofit Salary Survey (sponsored by **Greylock Federal Credit Union** and **Guardian Life Insurance Co.**)
- a Human Service Organization Roundtable (underwritten by **MountainOneFinancial**)
- a Board Composition Survey (sponsored by **Berkshire Bank**)
- a Development Associate Certificate program (in collaboration with **Berkshire Community College**)



2021 ANNUAL REPORT

CONNECT

- Berkshire Nonprofit Awards
- Connections Newsletter
- Peer Groups
- Roundtables
- Town Halls
- Gala Calendar
- ListServe
- Referrals
- Resource Directory

LEARN

- Webinars
- Coaching
- Boot Camp
- Office Hours
- Website Resources
- Development Associate Certificate



GROW

- Surveys/Data Collection
- Fiscal Sponsorship
- Regional Partnerships
- Grant Research
- Development Service
- Advocacy

ENGAGE VOLUNTEERS

- Giving Back Guide
- GiveBackBerkshires.org
- Board Training & Speed Dating
- Virtual Volunteer Fair

Mass + Velocity = Momentum

Another year working from home and conducting business via Zoom has allowed us to help more nonprofits than ever before, and given us time to think about our role as infrastructure for the nonprofit sector. We are still operating from our original premise of leveraging existing assets to generate a culture of abundance and help nonprofits thrive. We continue to make the connections that make good things happen in our community, whether through our Giving Back guide or Volunteer Fairs, legislative town halls or gala roundtable discussions, Berkshire Nonprofit Awards or Boot Camp.


Referrals have almost doubled, meaning leaders need more answers, and NPC is becoming more indispensable. Some answers are quick, but many requests for information turn into 45-minute phone calls. Finding answers for nonprofits is a free service available to all, regardless of membership status. These exchanges build relationships, as well as our internal knowledge about nonprofit topics and challenges. Since inception, we've fielded over 500 of these calls and emails, earning our reputation as "the experts," "responsive," and my personal favorite.... **"The Mama of nonprofits!"** (Thank you Clemente Sajquiy!)



Our newest programs and projects are a bit more sophisticated and higher impact, but that doesn't mean we can let go of any of the previous 24 programs and services we created. We need more staff! Our full-time employee who easily does the work of three people, Elizabeth Stone, is moving on in the Spring and we'll miss her deeply. This transition represents an opportunity to reconfigure internally for continued growth, but is now tied directly to our ability to fundraise. (Note to self: buy a Lottery ticket!)

In addition to our infrastructure, connecting, advocacy and research roles, we are proud fiscal sponsors of five start-up nonprofits. Because we were a start-up not too long ago, we have some unique insight and experience in that arena which is proving helpful, not only to these organizations, but to other new nonprofits as well.

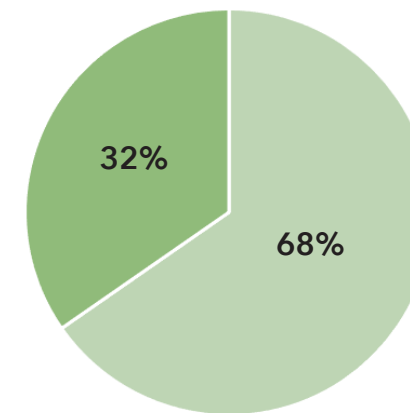
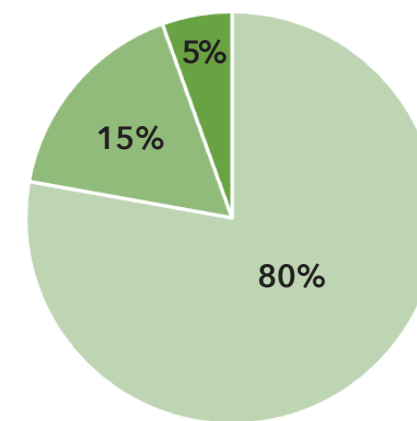
We do all this on an annual budget under \$200,000. When we started, 70% of our revenue was earned. Now about 70% of our revenue is contributed. We thank all those who support our work, allowing us to innovate, respond quickly, and provide support to hundreds of Berkshire nonprofits. We hope to continue this momentum in 2022!

Cheers!

 Liana Toscanini
 Founder & Executive Director

2021 Income and Expense

2021 Operating Expenses

Program	\$109,102
Administration.....	\$20,722
Fundraising.....	\$6,816
Total Expenses.....	\$136,640



2021 Funding Sources

Earned Income.....	\$58,100
Contributed Income	\$125,850
Total Funding*.....	\$183,950

Net revenue of \$47,310 includes \$25K restricted for program and \$16 one-time PPP grant.

Metrics

- 32,600 people served
- 24 programs and services
- 14,600 *Giving Back* guides distributed
- 150 members
- 40 business supporters
- 19 educational offerings attended by 435 people
- 22 organizational partners
- 12,000 website users (up 44%)
- 600 resources in our *Virtual Resource Directory*
- 208 Referrals
- 14 advocacy action items
- 5 fiscally sponsored projects
- 204 listserve members

NPC Educational Offerings 2021

1. Fundraising Office Hours
2. Donor Research Office Hours
3. Succession Planning Webinar
4. Revenue Growth & Networking
5. MobileCause Demo
6. Gala Roundtable
7. Accounting Office Hours
8. MNN Regional Visit
9. Staff & Board Development Office Hours
10. Insurance Office Hours
11. 21st Century Grant Applications
12. Legislative Town Halls
13. Need a web site?
14. Boot Camp
15. Data Hygiene
16. Fraud Prevention
17. Selecting a Donor Management System
18. Strategic Volunteer Engagement
19. Human Service Organization Roundtable