



NONPROFIT CENTER  
OF THE BERKSHIRES

**supporting the  
organizations you love!**

**2024  
annual  
report**

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[npcberkshires.org](http://npcberkshires.org)

# 2024 in review

Greetings and gratitude,

Given the uncertainty of 2025, I want to start by saying thank you to everyone who supported the Nonprofit Center of the Berkshires in 2024. All of you together (donors, volunteers, consultants, virtual assistants, legislators and partners) helped build NPC into a thriving organization that continues on its growth trajectory serving more and more people in more and more creative ways. I'm grateful for every single one of you!

While everyone has a different "favorite" program, all of us can be proud of NPC's many accomplishments including:

- The return of our printed "Nonprofit Resource Directory" – one of our most popular resources!
- The launch of "Get on Board," placing over two dozen members of the community on nonprofit boards
- An inspiring 7th annual Berkshire Nonprofit Awards event at Kripalu
- A fruitful "Sharing Resources" convening identifying priorities such as healthcare costs and DEI trainings
- Offering 28 workshops and webinars
- Assisting our fiscally-sponsored projects, some of which have gone on to receive 501(c)(3) status
- Fielding over 300 referrals for advice, connections and resources
- Distributing 15,000 free Giving Back guides
- Receiving a \$60K earmark from the Commonwealth and a \$50K grant (over two years) from The Barr Foundation

It's always challenging to keep up with demand. What will 2025 be like? We can only assume that more organizations will need help and support. As many of you know, NPC's biggest challenge is building capacity. With encouragement from some very generous donors, as well as the Commonwealth and The Barr Foundation, we are strategizing how best to grow while maintaining our unique value proposition of being a responsive and innovative organization.

Going forward, we plan to add staff, hold programs in all three regions of Berkshire county, and continue mobilizing the community through advocacy, volunteer fairs, the Giving Back guide, and more. We really appreciate your support, ideas, advice, and participation! We all have a great opportunity to meet the challenges of the year ahead. Onward!

15,000 FREE Giving Back guides distributed!

"Thank you for a most helpful conversation! I appreciated your perspectives on environmental groups in the Berkshires, and your general advice on how to get involved. I was also impressed by all of the resources and programs that the Nonprofit Center offers.

What a great resource for the community. I will review the list of nonprofits in the Giving Back Guide and let you know who I am most interested in. Thank you for offering to make introductions where you have contacts."

—Victoria M.



I was honored to be selected the 2024 Southern Berkshire Chamber of Commerce "Business Person of the Year." Nonprofits employ 1 in 4 people in Berkshire County!



## The NPC Team:

Amy Chin – Database

PJ Danahey – Technical

Maggie Goldsmith – Membership

Susan Marshall – Website

Tina Sotis – Graphic Design

Dawn Stanyon – Social Media/Email

# Thank you to all of our 2024 supporters!

*Please let us know of any errors or omissions.*

## major supporters (\$1,000 & above)

Acrisure (Toole Insurance)  
Anonymous  
Barr Foundation  
Berkshire Bank  
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Berkshire Taconic Community Foundation  
Berkshire United Way  
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South County Fund of Berkshire Taconic Community Foundation  
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Lee Watroba  
Phyllis & Dale Webb  
Francine Weinberg  
Hilde Weisert  
Laurie & Jan Werner  
Mark & Liz Williams  
Heather Williamson

## board of directors

Dan Stanyon, Chair  
Brian Berkel, Treasurer  
Cassey Santos-China, Secretary  
Kim Baker  
Kevin Fleming  
Hari Kumar  
Emily Schiavoni  
Tom Sharpe  
Laurie Werner

## business supporters

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Berkshire Bank  
The Berkshire Eagle  
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Big Y  
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Generon International  
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Harlow Nonprofit Consulting  
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K Shulman Bookkeeping LLC  
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NASH Insights  
October Mountain Financial Advisors Organization, Ink.  
OsteoStrong Great Barrington  
Paper Crane Associates  
Prosper Nonprofit Advisors  
Raymond James  
Roger Magnus Research  
Shire Video  
Strategies for Collaborative Impact  
The Killoe Group  
Tiffany Thibodeau Consulting  
TL Phillips Consulting  
Warrior Trading  
Wheeler & Taylor  
Wright Collective

## volunteers

Maggie Buchwald  
Barbara Campbell  
Patricia Hubbard  
Rachel Louchen  
Richard Migot  
Susanna Sharpe  
Diana Wall

# NPC FILLS A NICHE

by Hannah Van Sickle

Mary Campbell had just begun walking her own unique life journey when, in 2015, she sought to cultivate an ever-growing culture of connection among women in the Berkshires.

“When I heard about the Nonprofit Center of the Berkshires, I didn't even believe it was possible that someone would just jump in and help without charging,” recalls Campbell, founder and president emeritus of **Walking our Talk**.

In the early days, Campbell called on the NPC for guidance in myriad arenas. Whether borrowing a book about accounting for nonprofits or seeking advice on navigating group dynamics, Campbell remembers being met with graciousness.

“Liana walked me through a number of challenging pieces from how to

work with an executive director to best practices for leading a board comprised of folks with strong personalities,” says Campbell, underscoring the deep value that NPC provides far surpassing her annual business membership.

Most of WOT's early board attended the 2019 Nonprofit Summer Boot Camp during which the burgeoning nonprofit learned, among other things, how to develop a board of directors. This offering, is an excellent example of the needs the NPC's diverse programs and classes seek to meet.

Campbell values NPC as a priceless regional resource:

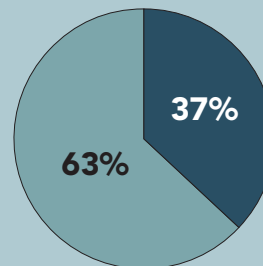
“The NPC is not only full of good advice but they are also accessible—which is all one could hope for in an advocate.”



## 2024 benchmark data

- **31,654 # people served**
- **15,000 Giving Back guides distributed**
- **11,591 web users**
- **9 events with 600+ attendees**
- **1500 Facebook followers/1400 Instagram followers**
- **300+ referrals**
- **199 nonprofit members**
- **56 business supporters**
- **28 workshops & webinars with 300+ attendees**
- **260 listserv subscribers**
- **32 partners**

## the numbers



### INCOME

#### Contributed Income

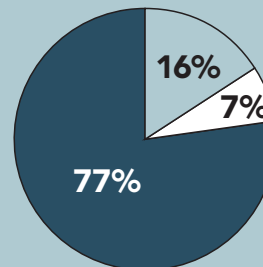
\$174,373 (63%)

#### Earned Income

\$102,490 (37%)

#### TOTAL INCOME

\$276,863



### EXPENSE

#### Programs

\$148,139 (77%)

#### Admin

\$30,522 (16%)

#### Fundraising

\$13,621 (7%)

#### TOTAL EXPENSE

\$192,281

Note: Reserves allocated to planned expansion of NPC

