



NONPROFIT CENTER
OF THE BERKSHIRES

2020 ACCOMPLISHMENTS

PROGRAM

Responded quickly to COVID-19 by turning workshops into webinars, going forward with the nonprofit awards virtually, introducing legislative town halls, and creating a COVID-19 resource section on our web site

Provided 24 webinars on timely topics such as virtual galas, online fundraising platforms, & budgeting in the time of a pandemic. A total of 510 people from 204 organizations attended

Pulled off our 3rd annual Berkshire Nonprofit Awards virtually and enhanced it with a nonprofit sustainability summit featuring webinars, panel discussions and keynotes

Successfully transitioned Connections Magazine into a monthly e-newsletter that garners appreciative thank yous from our members



Publishing the 5nd annual Giving Back Guide with three times the circulation through a partnership with The Berkshire Eagle. Sponsored by MA Service Alliance and Berkshire Bank who allowed us to use volunteer fair funding for this purpose. Additional sponsors include: Berkshire Taconic Community Foundation, Feigenbaum Foundation and Paper Crane Associates

Hosted a 6-week class via Zoom for OLLI interviewing nonprofit leaders and talking about "the other side of the Berkshires"



Piloted a philanthropy curriculum in Reid Middle School and obtained \$10,000 from Guardian to expand the program

Introduced Legislative Town Halls featuring Senator Hinds and our four Berkshire State Representatives attended by nearly 100 people each time

Introduced Executive Director Peer Support Group that meets bi-weekly via Zoom

Processed 116 referrals for nonprofits seeking resources or advice

Ended the year with 144 members, an increase of 6% over last year

GOVERNANCE/OPERATIONS

Marketing Manager created a plan to strengthen NPC's infrastructure over the next few years

Purchased Little Green Light database to organize our contact lists, support growth in our donor base and more efficiently market to our various constituents

Board very active in addressing COVID-19 pivot taking the lead on new programming such as town halls and virtual events, securing PPP funding, etc.

Issued monthly board reports, quarterly stakeholder reports to keep people abreast of our activities during unprecedented times

Initiated a strategic planning effort to determine priorities including elevating the voice of the sector, strengthening programs for rising and veteran leaders, and building internal capacity to meet demand

100% board giving

ADVOCACY/OUTREACH



Launched a new web site GiveBackBerkshires.org to facilitate nonprofit storytelling, donations and volunteerism. Sponsored by Inspiring Service and MA Service Alliance

Served on MA Nonprofit Network's Board of Directors and hosted their Berkshire region tour at Hotel on North in February. Continue to bring important issues to their attention, such as recent insurance hikes

Board finalized an advocacy agenda – a new and important role for NPC

Partnered with regional agencies like MA Service Alliance, MA Cultural Council & Philanthropy MA to bring unique programming to the Berkshires including a virtual "Meet the Donors"

Served as a judge for eForAll

Hired BRIDGE to do two more cultural competency trainings

Made presentations on volunteering to Williamstown Rotary, Dulye Breakfast Club, & 1Berkshire Youth Leadership Program

Placed collaborative ads in the Berkshire Eagle promoting year-end giving to nonprofits

Submitted letters and articles to local media in support of volunteerism & giving back

FUNDRAISING

Received largest grant to date of \$10,000 from Guardian Life to expand Philanthropy Curriculum for Berkshire Schools

Received approx. \$16,000 in PPP funding most or all of which is forgivable

Annual appeals yielded donations on par with last year

First foray into fiscal sponsorship yields new revenue stream

MARKETING/PR

Facebook 618 (2019) - 798 (2020) +23%

Instagram 598 (2019) - 985 (2020) +39%

Mailchimp 1,195 (2019) - 1,416 (2020) +16%

YouTube With the support of PJ Danahey, we added six recorded workshops from our sustainability summit to our YouTube channel. We also added the recording of our Berkshire Nonprofit Awards, which has had over 50 views.

FIND YOUR WAY TO HELP

GIVE BACK *berkshires*

An online platform for nonprofits to share their stories with the Berkshire community, including ways to help, things to donate, and volunteer opportunities. Now everyone who wants to **TAKE ACTION** can help.

Sponsored by:
Berkshire Bank, Inspiring Service,
Massachusetts Service Alliance

GiveBackBerkshires.org

A PROJECT OF:
NPC NONPROFIT CENTER
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Look for the 2021 *Giving Back* guide in *The Berkshire Eagle* on September 23rd!