

In the Spotlight...



Our Mission – Berkshire United Way ignites the collective power of individuals and organizations to build a stronger community together. We magnify your contributions to make lasting, positive change right here in the Berkshires. We are committed to supporting individuals and strengthening families where we live, work, and play. We are **Here For Good**.

Our Background – Berkshire United Way was founded in 1924 as the local Community Fund organization. Until 2008, we were structured as a federated fundraiser with member agencies. Funds were invested in local health and human service organizations because of their BUW membership. In 2009, BUW shifted to the Community Impact Investment Model, which uses community-defined aspiration as the basis for determining how and where we make our investments. After hours of meaningful conversations with over 400 representatives from more than 75 community organizations, we identified three priority issues: early childhood development, positive youth development, and economic prosperity. We strategically invest in these community priorities, then monitor and measure the results. Together, we’re making Berkshire County a healthier, dynamic, and engaged community with opportunities for all.

Our Blueprint for Success – BUW’s Blueprint for Success is drawn by the thousands of donors, volunteers, corporate partners, and community organizations who continue to lead the way in helping lift up their neighbors. Every dollar contributed and every hour of volunteer time served is community currency that makes life richer for all in the Berkshires. What keeps us thriving is past success in addressing issues, like bringing down teen pregnancy numbers across Berkshire County, and working toward future success in our three impact areas:

- Early Childhood Development: ensuring young children are ready to enter kindergarten.
- Positive Youth Development: ensuring youth are supported to build successful careers and employment opportunities.
- Economic Prosperity: ensuring families have sufficient income and supports to provide economic stability that benefits everyone in Berkshire County.

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