



# NONPROFIT CENTER OF THE BERKSHIRES

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*Liana Toscanini, Executive Director*  
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December 2018

You know that great feeling you get when **you give someone the exact help they need—no strings attached—just when they need it?**

Maybe you found their car keys. Gave them directions. Answered a burning question. Or simply had kind words for them in tough moment.

When you hear the relief in their voice, or see a grateful smile, it's a good feeling. We all love that sense of being in the perfect place, at the perfect time, to help someone out.

**As a contributor to the Nonprofit Center of the Berkshires, that's you, every day.** You are making sure that hard working nonprofit staff can turn to NPC any time for fast answers, new connections, and practical support.

It takes an incredibly passionate and committed group to advance a charitable mission— to supervise, fundraise, administer programs, budget, evaluate, and give reports. Their work is so important, but stressful and sometimes overwhelming.

**Together, you and I are there for them.** Because of you,

- if they need to expand, NPC can find an experienced strategic planning consultant
- if they need to rewire their network, NPC can refer them to the perfect tech help
- if they ask for Board job descriptions, NPC can email samples within seconds

**These may seem like simple assists. Yet after running NPC for two years, I see first-hand how together we are saving nonprofits precious time and money. That's why I'm writing today to ask you to make another gift of support.**

We live in a time of growing needs. Yet public resources are shrinking, and private funding is getting more competitive. **Our nonprofits are asked to do more with less, straining already tight budgets.** Who will support them to create infrastructure, leadership, innovation, and growth, so they can contribute their best to Berkshire life?

That's you. Your donations to NPC **directly support the people doing nonprofit work in your community,** providing advice, educating minds, and creating resources.

Here's some of what your gifts, grants, ads, and pro-bono help accomplished in 2018:

- 18 workshops across the county, attended by 200 individuals/100 organizations
- The inaugural Berkshire Nonprofit Awards, a sold-out breakfast event at Pittsfield Country Club honoring nonprofit workers in 7 categories
- A full-day Nonprofit Boot Camp at Red Lion Inn attended from as far away as Boston
- 5,000 free copies of the *Giving Back* guide distributed throughout the Berkshires

Your donations also keep us responsive! We're listening, and in 2019 we will implement new programs most requested by our nonprofits:

- more face-to-face opportunities for networking, strategizing, sharing knowledge and accessing resources
- more comprehensive seminars, especially in the area of leadership training
- digital learning via podcasts and webinars
- a county-wide nonprofit needs assessment by our new nonprofit Advisory Board

We can't provide these affordable (and often free) services without your help. To put 2019 plans in place, we need to raise \$10,000 by December 31<sup>st</sup>.

**Please consider making a gift of \$100 or more toward this goal today. You'll be that perfect person, in the perfect spot, giving help where it is most needed.** Thank you!

Please see the enclosed card for other ways to give, and if you are a business, check out the sheet enclosed for lots of great partnership and marketing opportunities with NPC. A gift of any size will make you a partner in our mission to help nonprofits connect, learn and grow.

With deep appreciation,

Liana Toscanini, Executive Director

**P.S. Please consider a gift of \$100 or more to help sustain NPC's work. To remind you how much you matter, we'll send you a magnet with the inspirational quote: *Act as if what you do makes a difference. It does.***