

Dear Friends.

At the beginning of this fiscal year, the agency's future looked bright, with lots of activity to better coordinate our services to provide more client-centered support and care. Four months later, the world changed. On March 13, we made the tough decision to temporarily close our Head Start & Early Learning Program classrooms. The following week, the state shut down, forcing us all to reinvent our work in the midst of rapidly growing need.

We did not know what we did not know. And we could not have imagined what actually came to exist as our "new normal." 2020 was a year of isolation, death, racial reckoning, and so much more. Some of us lost a relative or friend to COVID-19. Most of us had our conceptions of our nation as a place that is "indivisible, with liberty and justice for all" either profoundly challenged or confirmed yet again as untrue.

With police killings and ongoing protests, we also found a renewed sense of the importance of our work to become an anti-racist organization. Despite Community Action Agencies' foundational values of justice and equity, we are not there yet. Our staff of color have always known we needed to do this work. Now we all acknowledge it.

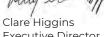
But with challenge comes growth, and we rose to meet those challenges. We provided most of our services remotely, delivered groceries to quarantining families, and donned "space suits" so we could safely go into homes and do energy efficiency upgrades. While other schools stayed closed, our early

educators safely welcomed children back into classrooms so parents in essential jobs could continue to work. And staff did this all while juggling the challenges of their children's and/or parents' care. So many of us found resilience and strength that we did not know we had.

And, in the darkest of times, our community brought new light to our work. You supported our programs and our most vulnerable neighbors with your time, generosity, and partnership, extending a lifeline to hundreds of local families hit hardest by COVID-19. We will continue to need this support as the impact of the pandemic outlasts the virus itself.

We will not be going back to an old normal—and we are not at the new normal vet. We will be figuring that out together as an organization and as a community. To echo President Biden, "there's nothing, I believe this from the bottom of my heart, nothing we can't do when we do it together."

Thank you for supporting our work,



Executive Director



President, Board of Directors







Access - Opportunity - Community

Mission Statement

Community Action Pioneer Valley assists people who have low incomes to achieve economic stability and security, and works to build communities in which all people have the opportunity to thrive.

Core Principles

- We see people as the experts on their own lives, as individuals and families who have strengths and dreams, and who also experience barriers to their success.
- We honor everyone's right to live with dignity and to be treated with respect and appreciation for diversity.
- We partner with individuals and families to develop the resources, skills, social connection, and resilience to be economically secure and successful according to their own values and hopes.
- We partner with families and communities to raise strong and healthy children and youth.
- We value workplace practices based on mutual respect, inclusion, transparency, and leadership development for all staff.
- We believe that engaging people with low incomes in decisionmaking and the overall direction of the agency is essential to our integrity and success.
- We are committed to participating in community development that assures that all people are housed, well-fed, warm, safe, and stable.
- We value building collaborative partnerships to find communitybased solutions to meet community needs.

Our Vision

Our vision is a community that celebrates our shared humanity as well as our diversity. We strive to build a community that invests in access for everyone to healthy food; safe, affordable housing; living wage work; high quality, affordable education from birth; and full participation in the democratic process. In service to that vision, Community Action Pioneer Valley relies on the leadership of people who have low incomes to define how we approach our work. We advocate for policies and resources that protect the vulnerable and disenfranchised, and open opportunity to all. Working with many partners, we create a community where children and youth are nurtured and protected and everyone achieves their potential and prospers in the fullness of life.

INCOME INEQUALITY HAS INCREASED TO ITS HIGHEST POINT SINCE THE GREAT DEPRESSION.

Since 1965, Community Action has answered the call when our neighbors have needed us the most. This year, our staff continued that commitment with greater challenges and without hesitation.

Nearly eight million Americans have become officially poor since summer 2020. While it was undoubtedly a difficult year for us all, the pandemic pushed those living on the financial edge further into poverty, disproportionately stripping lower-income and non-white families of employment, health insurance, child care, access to public transportation, and resources.

Through the innovative and effective programs described in this report, we are working to combat poverty and discrimination in an America that has more wealth and income inequality than any major developed country.

"There is nothing new about poverty. What is new, is that we have the resources



— Dr. Martin Luther King Jr.



Every three years, Community Action completes a comprehensive community needs assessment and internal evaluation. We then base our three-year agency plan on the information we uncover. The resulting strategic plan provides a touchpoint for us as we move Community Action forward and ensures that our programs and service delivery are a tactical response to our communities' many unique needs. Our Community Needs Assessment is the only document of its kind, the only local source of information about what it's like to live in our region and struggle to get by. It is available on our website.



HIGHLIGHT

Any time we have the opportunity to brainstorm with both staff and Board members, it's a treat! In this case, a retreat! Every three years Community Action completes a community-wide needs assessment to inform our strategic plan and to ensure that our programs directly address the needs of our most vulnerable neighbors. In February, we gathered for a Strategic Planning Leadership Retreat to review the data from our community needs assessment and strategize how to minimize the challenges and maximize the opportunities for our neighbors living with lower incomes.

INFORMED ACTION = MEANINGFUL IMPACT





Community Action Pioneer Valley provides a comprehensive network for strategic, responsive, supportive social services to improve the lives of over 28,000 of our lower-income neighbors each year.

COMMUNITY SERVICES

Center for Self-Reliance Food Pantries Community Collaborations

Franklin County Resource Network Look4Help

Community Partnerships

Community Resources & Advocacy Money Matters

VITA Free Tax Assistance Program Financial Counseling

Community Loan Program RSVP of the Pioneer Valley

The Three County Continuum of Care

ENERGY PROGRAMS

Electric Efficiency Audits Fuel Assistance Heating System Repair Weatherization

FAMILY SUPPORT PROGRAMS

Family Resource Center **Healthy Families** Franklin/North Quabbin Hampshire County Massachusetts Family Center/CFCE ParentChild+ Stand Up

HEAD START & EARLY LEARNING PROGRAMS

Child Care Early Head Start **Head Start**

WOMEN, INFANTS, AND **CHILDREN (WIC)**

Breastfeeding Support Nutritional Screening & Education Supplemental Food

YOUTH & WORKFORCE **DEVELOPMENT PROGRAMS**

Youth Leadership Programs: Generation Q and Gen Q Middle School ShoutOut! Youth Leadership Academy Youth and Young Adult Action Board Youth Access Partnership Safe Schools Youth Initiative

Workforce Development Programs: Youth Workforce Innovation and

Opportunity Act Leadership, Education, and

Advocacy Development

Young Parents Program

YouthWorks

Franklin County Sheriff's Office Re-Entry Services

Re-Entry Manufacturing Program

Harmon Personnel Services Alternative Staffing



Energy Programs

Community Action's Energy Programs conserved energy, lowered home heating costs, and reduced our carbon footprint all while serving lower-income renters and homeowners and supporting local vendors.

- Community Action's Fuel Assistance Program helped nearly **4,000 elders** afford to stay warm on a low income.
- Fuel Assistance paid a portion of winter heating costs for **7,277 households**. Eight out of ten of those households included someone 65+, a child, or a person with a disability. Half were homeowners, and half were renters. The benefits paid freed up income to cover other expenses like food, medicine, or rent.
- These Fuel Assistance benefits totaled **\$6,561,380**, which went **to 99 local fuel vendors**, often supporting small local businesses and the local economy in addition to the direct benefit of helping our lower-income neighbors stay safe and warm.
- All of the 7,277 households who received Fuel Assistance were also enrolled in electric and natural gas discount programs and saved a combined \$2,860,000, freeing this money for other household expenses.
- Energy audits for **1,230 households** led to immediate savings through reduced electrical use with energy-efficient lighting and, for many, free energy-efficient appliances such as refrigerators, freezers, air conditioners, dehumidifiers, or washing machines.
- Over **2,400 people**, half of them elderly or disabled, welcomed energy efficiency improvements in their homes, lowering their bills, conserving over 2,400,000 lifetime kilowatt hours of energy, and reducing environmental pollution and carbon emissions.
- Our Heating Repair & Replacement Program **fixed or replaced over 500 older, sometimes dangerous, heating systems**, resulting in increased warmth, safety, and energy efficiency. This brought well over \$1.5 million in revenue to 37 local heating repair services.

HIGHLIGHTS

Community Action's Energy Programs fully embraces a safe and healthy home approach to delivering services. This includes working with new funding sources such as Accountable Care Organizations (ACOs) and the United States Department of Agriculture (USDA).

TINA: In April, our Energy Programs received a call from Tina, a single mom of three children who had been laid off at the beginning of the pandemic. Her hot water heater died when access to hot water and hand washing at home had arguably never been more crucial. Thanks to supporters of our COVID-19 Emergency Relief Fund and some out-of-the-box thinking by our Energy program staff, we were able to help her replace her hot water heater entirely.



"You are angels. In a time when it is easy to feel so isolated, you cannot put a price on the peace of mind you've given me. Community Action has been a Godsend. I will never be able to thank the people that made this possible enough for what you have done for me when I needed the help the most. Thank you for giving me hope." —Tina

JOEY: "Because of your kindness,
I was able to put my money towards
new windows this summer, and I cannot
wait to see the difference in not just
the heating fuel consumption but also
the comfort of reduced drafts and a more
steady even heat. Thank you so much.
You truly have made a difference in our
lives, and I will always remember that."
—Joey S., Community Action participant



When in-person appointments became unsafe, we devised a way to do energy audits remotely. This worked out well, and we may continue to offer virtual audits in the future. Other services such as weatherization and heating system repair and replacement required home visits. We prepared our Energy Technicians and contractors with proper PPE and education to ensure that our staff could stay protected and our participants could stay safe and warm in their homes.



Women, Infants, and Children Program

Healthy babies are happy babies. Our Women, Infants, and Children (WIC) program provided free healthy food, nutrition education, breastfeeding support, and referrals to best support 835 pregnant, postpartum, and breastfeeding mothers and **2,070 children under age five**.

- WIC offered all enrolled parents nutrition education, information on eating well on a limited budget, and ways to ensure that children have an age-appropriate and healthy diet.
- Our WIC Breastfeeding Peer Counselors responded to nearly 2,400 calls, texts, and emails from new mothers seeking breastfeeding support. 83.9% of our participating mothers received one-on-one breastfeeding support, compared with 67.8% of WIC mothers statewide. As a result, 27.2% of our three-month-old and 24% of our six-month-old babies were exclusively breastfed, compared with just 14.2% of three-month-olds and 11.7% of six-month-olds in WIC programs statewide.
- In the state's most recent review of impact measures, our WIC program performed **above the state average** on measures for breastfeeding rates, farmers' market voucher redemption, and the percentage of children at a healthy weight.
- Our WIC program authorized purchase of **\$1,000,583 worth of food**, ensuring access to high-quality meals and providing financial support to local businesses.

HIGHLIGHT

"You have given me so much support, and I am so thankful. When I arrived back home after leaving the program, I came back to an abusive boyfriend, who is now in jail. I am doing this entirely on my own now. Without the support of WIC, I don't know where I would be."
—WIC participant

When many people lost income because of the pandemic, our small-but-mighty WIC team experienced an increase in demand for food and services. They suddenly were providing all services virtually at the same time, Understanding the challenge of transitioning to a virtual program while meeting increased need, the Department of Public Health announced an incentive program for increasing caseload. Community Action's WIC program received the highest award based on our performance.



Head Start & Early Learning Programs

Community Action's Head Start & Early Learning Programs provides quality early education and care, as well as comprehensive services to pregnant women and children birth to five in Franklin, Hampshire, and Western Hampden Counties. It is a lifeline for families with young children. By partnering with families in all that we do, we build a solid foundation for resilient and resourceful caregivers, caring, confident, and curious children, and responsive, invested communities.

- Head Start & Early Learning Programs connected **468 families** to comprehensive supportive services, including health and nutrition screenings, dental referrals, resources for parents as teachers, mental health support, developmental services and special education support, as well as leadership and volunteer opportunities.
- ■165 infants and toddlers and **409 preschool-aged children** received comprehensive early education and quality child care.
- The **parents of 250 children** were able to work full-time, year-round because their children had affordable, high quality care.
- Thirteen pregnant mothers received support in the prenatal period and beyond through our Head Start & Early Learning home visiting program.

Please see the Head Start & Early Learning Programs annual report in the back pocket to learn more about the tremendous work taking place in our classrooms.

HIGHLIGHT

As part of the curriculum at our Head Start & Early Learning Programs, our educators helped our students conduct age-appropriate science experiments to show how masks protect us from germs. At right is one little scientist in action at our Washington Street site in Greenfield.

During the early months of the pandemic when our sites were closed, we continued offering support for the families in our programs. Family Advocates, Home Visitors, and Educators worked together to distribute food, diapers, and educational activities to families and to connect them to co

educational activities to families and to connect them to community resources. Together, they delivered 2,320 services in the first two months of the closure.



Family Support Programs

FAMILY CENTER

Our Family Center motto is "any family, any need." Last year, our Family Center provided a wide range of programming to over 1,000 parents and children and served as a judgment-free community hub where parents could build social connections, receive support for the joys and challenges of parenting, participate in programs that develop early literacy and parenting skills, and access critical resources.

- Our Family Center provided over **3,000 individual support services** to over 400 individuals.
- ■118 children and 133 adults found connection, friendship, and fun in playgroups, pajama nights, and other events that focused on early learning and social connection.
- **Sixteen youth** participated in Stand Up! and Stand Up! JR Corps, weekly leadership and advocacy groups for youth of color.
- More than **68 parents** participated in evidence-based parenting education series such as "Nurturing Fathers" and "Parenting Journey."
- **Fifty-six parents** built resilience and gained encouragement from weekly support groups. The four groups include new moms, grandparents raising grandchildren, fathers, and parents of toddlers to early elementary.
- Our ParentChild+ home visiting program helped 12 families prepare their children for school success.

Our Family Center in Greenfield is part of a network of Family Resource Centers, Massachusetts Family Centers, and Coordinated Family & Community Engagement programs across the state.

Though we typically thrive as a center where families drop in daily for face-to-face services, we quickly pivoted programming to virtual platforms, delivered or arranged for pick-up of activity kits and basic needs supports, and provided open-air distanced services when weather allowed.

COVID

Home Visitors continued to serve families virtually and provided families that did not have the means to receive video calls with cell phones and gift cards for "minutes" in order to stay engaged throughout the pandemic.

- Home Visitors dropped off activity and supply bags at participants' homes, including materials and toys to promote positive parent-child interaction, basic supplies such as diapers and wipes and grocery cards, as well as curriculum to encourage parents to continue to learn about parenting strategies and their child's development..
- Weather and safety protocols permitting, Healthy Families provided in-person outdoor visits to best support families.

HEALTHY FAMILIES

Brain-building during the first three years of life lays the foundation for all later development and is critical in all later learning. Our Healthy Families program provides home-based family support and coaching that supports young, first-time parents and helps them create stable, nurturing environments for their children during the most critical brain-building years of a child's development.

- Our Healthy Families Home Visitors traveled to **29 different towns** to serve 89 parents and 75 children, completing **1,195 home visits**.
- Visits offered opportunities for participants to learn how to maintain a healthy pregnancy, how to support their child's health and development, and how to create **positive**, **nurturing relationships** with their children.
- Home Visitors supported parents in setting and reaching life goals like finishing school, finding a job, finding secure housing, and getting their driver's license.
- Our Home Visitors focused on **promoting early literacy activities** among parents and their young children and, as a result, three-quarters of families served reported engaging in early literacy activities with their children most days of the week.
- Home Visitors made **137 referrals** to other community services including child care, economic assistance programs, basic needs, medical and dental services, housing, education and employment support, legal services, parent education and support services, mental health services, domestic violence support, tobacco cessation services, and early intervention programs.



(right) During a weekly virtual playgroup and story time, our Home Visitor and Family Support Worker, Yartiza Fuentes, provides social connection and support for families with young children.

HIGHLIGHTS

(left) Kia Burton-King, our Family Center School Liaison and recipient of the Communities that Care Coalition's Mike Fritz Community Builder Award.



"No matter your situation, there is always someone who will help you at the Family Center." —Renelle





(left) Killian, age 3, heads home after picking up his activity kit and snack from our Family Center.

(right) Our Family Center staff did not miss the chance to join the community teddy bear hunt organized in Greenfield to keep families with small children busy at the onset of the pandemic.

Tatyana Pirozhkov, Pantry Assistant While our Center for Self-Reliance Food Pantries typically mimic the grocery store experience, operating as a "choice" food pantry, we immediately transitioned to a pre-bagged, drive-through model in March. Since then, we have relocated the pantry to a larger, more accessible storefront location and have expanded services to include in-pantry shopping, pre-bagged curbside

pick-up, and online ordering and home delivery.

Community Services

CENTER FOR SELF-RELIANCE FOOD PANTRIES

- The Center for Self-Reliance Food Pantry in Greenfield and the West County Emergency Food Pantry in Shelburne Falls provided free, nutritious food to **3,989 of our neighbors**.
- The pantries distributed **206 tons of free, nutritious food** with the help of **35 volunteers, who donated 2,600 hours** of their time.
- ■31% of the food we distribute is fresh produce, which is especially important since more than one-quarter of those who rely on the Center for Self-Reliance are children. Children who grow up with access to fresh fruits and vegetables are more likely to have a strong, healthier future.



HIGHLIGHTS

Making Vroom for Growth! Our Center for Self-Reliance Food Pantries now offer online ordering and home delivery thanks to our new refrigerated van made possible in large part thanks to the leadership of Senator Jo Comerford. Since unreliable transportation is one of the biggest challenges our lower-income neighbors face to accessing healthy food, this van will allow us to reach our most vulnerable neighbors when they need us most.

"People have been doing the work, leading the way. The models are here in Franklin County and the Valley, and they can be replicated around the country."

—Congressman Jim McGovern, pictured here on a panel with our Center for Self-Reliance Food Pantries Coordinator, Justin Costa.



"I just went to the food pantry and I got so much amazing food for me and my kids, I left the parking lot in tears. I had to pull over to get myself back together. Please thank the amazing staff and your whole work family for all they do."

—Head Start & Early Learning Programs parent and new Center for Self-Reliance super fan

COMMUNITY RESOURCES & ADVOCACY

Our Resource Advocates answered 3,989 calls from people who reached out for help through our information and referral line, most commonly in need of crisis support around heating assistance, homelessness prevention, and food stamps.

- Jeanee Bufford, Resource Advocate
- Community Action protected

 146 people from homelessness
 and helped 246 people with
 heat or utility shut-off protection.
- We raised and distributed \$107,439 to prevent evictions and utility shut-offs or to help with heating fuel.
- **169 people** received assistance obtaining or maintaining food stamps (SNAP).
- Our Resource Advocates helped **144 people** gain or maintain access to public health insurance.



HIGHLIGHT

Paul, a local dairy farmer, contacted our Community Resources & Advocacy program. He was at the end of his rope and needed some help. A single parent, Paul had to overcome his own disability so he could take care of his farm and his young son with Down syndrome—and then the pandemic happened. Paul now had to manage his son's remote schooling at home. Thanks to supporters of our COVID-19 Emergency Fund and our Resource Advocate, we were able to help Paul catch up on bills and set up a payment plan



with the phone company so he could have the uninterrupted internet service so critical to his family's well-being.

RSVP OF THE PIONEER VALLEY

RSVP of the Pioneer Valley, the volunteer connector for people 55 and over, coordinated more than 600 volunteers and providing 95,000+ hours and the equivalent of \$3 million in service to over 60 nonprofits across Franklin, Hampshire, and Hampden Counties.

Throughout the pandemic, RSVP posted more than 250 volunteers to support struggling nonprofits when they needed virtual and in-person help the most.





HIGHLIGHT

RSVP Volunteer Bill Fisher considers himself "a lucky guy." After immigrating from Scotland at age 14 and retiring from a satisfying career, first with the U.S. Air Force and then with the Postal Service, Bill was looking for something to keep him busy and found RSVP. He was invited to join the kitchen crew at the Belchertown Senior Center in 2007, found that he enjoyed the people and the work, and "just kept going." Thirteen years later, he has qualified for a Lifetime

Achievement Award with more than 4,068 hours of volunteer service.

Does he cook? Bill says, "Oh, God no! They would not want my cooking. I can handle a bowl of cereal in the morning, and that's about it!" He cleans up after the meals and washes dishes, tasks for which he says his wife of 58 years, Carol, had trained him well. When not in the kitchen, Bill stays active by walking 3–4 miles a few times a week, "one foot in front of the other, one day at a time." This steadiness, along with his positive attitude and dry sense of humor, have combined to make Bill a welcome asset to RSVP's valued volunteers and the Belchertown Council on Aging.

MONEY MATTERS

Money Matters helped 774 low to moderate income participants by providing financial education and the tools and resources to manage their money proactively, access and use appropriate financial services, and protect against financial risks for year-round financial success. Money Matters participants may enroll in one or all three components of the program depending on their individual needs and eligibility: VITA Free Tax Assistance, Financial Counseling, and the Community Loan program.

VITA FREE TAX ASSISTANCE PROGRAM

- 40 IRS-certified VITA volunteers stepped into cyberspace to prepare free tax refunds for **460 participants**, 38% of whom were seniors. In addition, we prepared 40 small business returns.
- The average filer's adjusted gross income was just \$13,990. The average refund was \$2,529.
- The Earned Income Tax Credit (EITC) is proven to be the **single most**effective federal program for lifting working households out of poverty.
- 71% of filers through our VITA program received a tax credit. Collectively, the returns we helped file brought back **\$1,102,663** to our local economy.

When COVID forced our local IRS-certified VITA volunteers to cancel in-person appointments, we participated in the GetYourRefund.org national pilot program to assist taxpayers remotely. This virtual option allowed us to provide a critical service to tax filers with low income while minimizing their exposure to COVID. This eliminated scheduling barriers such as transportation and child care while expanding our availability. People needed their stimulus and tax refunds, and we were there for them!

COMMUNITY LOAN PROGRAM

Even in the best of times, the people who find help at Community Action have no cushion, no disposable income, no margin. With this in mind, we designed our Community Loan Program with support from Greenfield Savings Bank and assisted 10 Franklin County residents with low incomes to overcome an unexpected financial expense of \$500 or less through a short-term, 0% interest loan paired with regular financial counseling.

HIGHLIGHTS

"This program is invaluable to me."

I find filing taxes very stressful, and I often make mistakes. Going to a tax preparer is expensive, and online 'free' software confusing. It's such a relief to have real-life volunteers from my community there to help me. Everyone I have worked with has been patient and kind. Community Action deserves all the funding available because they do such good work for low-income individuals and families in the Greenfield area."

—VITA Free Tax Assistance
Program participant



(left) Rebecca Bannasch, Money Matters Specialist

(below) Volunteers attend a VITA Free Tax Assistance training held at Greenfield Community College in February 2020.

THREE COUNTY CONTINUUM OF CARE

Only 35 affordable and available rental homes exist for every 100 extremely low-income renter households. Because of limited housing supply and inadequate subsidies to make housing affordable, housing costs have continued to rise faster than the rate of inflation, and lower-cost rental units are steadily disappearing. The result is widespread homelessness locally and across the country.

Community Action manages the Three County Continuum of Care (CoC), a system of providers who work together to make homelessness rare, brief, and non-recurring in Franklin, Hampshire, and Berkshire Counties. These agencies house individuals and families as quickly as possible through more than 180 housing placements and also offer supports for longer-term housing stability.

In FY20, 117 clients entered Permanent Housing provded by CoC member agencies. Of those, 55% were housed out of homelessness, 5.5% were housed from institutions, 39.5% were housed out of temporary quarters such as shelters.

The work of the Three County CoC increased during COVID to include a higher level of engagement with local legislators, shelter providers, and those supporting our unsheltered population in addressing the various housing issues exacerbated by COVID: the need for depopulation in congregate settings, increased special needs for shelter, testing of shelter staff and guests, and then planning for vaccinations. The CoC updated our shared assessment tool to reflect and identify health concerns or other risk factors to COVID for those experiencing homelessness. Due to the high levels of vulnerability among people experiencing homelessness, most Three County CoC-funded projects found that people needed in-person, not virtual, support.

HIGHLIGHT

In April, a young mother was couch surfing with her two young children after becoming unemployed and homeless. With support from a CoC agency, she began working to attain the employment, public benefits, housing, child care, and child support necessary to regain her independence. By June, this young mother had moved into an apartment and landed a full-time job, and she is building a social network within a career she loves.

COVID

When the call comes, we answer.



(left) Through our Workforce
Investment and Opportunity Act
program, Kat started an internship
with the Franklin County Housing
Authority. Here she is on her
first day joined by Herlinda,
our Youth Programs
Specialist.

(right) River shows off our new shirts! Our Youth & Young Adult Action Board (YAB) is comprised of a group of young people under the age of 25 who have lived experience of homelessness and those in solidarity. The YAB continued to host (right) Kevin, our Youth Workforce Development Specialist, helps local youth and young adults develop

> basic workplace skills to they thrive in the competitive job market.



Youth & Workforce Development Programs

BLACK LIVES MATTER ART FUNDRAISER

In August, our ShoutOut! group organized an art auction and raised \$455 for Black Lives Matter Boston and the Transgender Emergency Fund Massachusetts. All the art was created by our own youth participants.



HARMON PERSONNEL SERVICES

Harmon Personnel Services is Community Action's Alternative Staffing Organization (ASO), combining high-quality commercial staffing services with the social mission of helping people with low-incomes move out of poverty.

- This year, our Harmon Personnel Staffing Specialists connected **96 unemployed individuals** to temporary and temp-to-hire employment opportunities, including placements with **20 Pioneer Valley employers** paying a total of \$401,254.
- Eleven previously unemployed individuals were hired into permanent positions after successful temporary placements.

"I am very glad to have taken part in this project. I have learned through this experience that whether you are signing petitions, protesting, donating or creating and making your voice heard, no matter how big or small your contribution is, together change is possible."

---Maeve

In spite of many employers who closed their doors or moved their services online last year, we had 62 youth participating in internships and paid job readiness trainings, clocking 4,343 hours and earning \$54,714.

COVID

Informed action = meaningful IMPACT

Community Collaborations

LOOK4HELP

With the support of Baystate Health, Community Action developed Look4Help, a free, first-of-its kind, web-based resource directory for



Franklin, Hampshire, and North Quabbin residents. Our Look4Help website easily connects residents and service providers looking for resources with an up-to-date, searchable listing of nearly 1,600 local services and programs located throughout Western Massachusetts. At the onset of COVID, Look4Help evolved to include a real-time searchable

section of COVID-specific programs and supports as well as information about COVID-related changes to programs.

FRANKLIN COUNTY RESOURCE NETWORK

Sponsored by Community Action, the Franklin County Resource Network (FCRN) is a diverse service-oriented group of over 60 Franklin County-based social and human service agencies. FCRN connects over 600 service providers with each other to ensure that everyone is up-to-date on changes to services and to coordinate special projects to address emerging needs—like those created by COVID. FCRN doubled its number of meetings so that everyone could share information, support, and new ideas in a rapidly changing environment.

CENSUS 2020

Community Action representatives served on the Complete Count Committees for all three Pioneer Valley counties and worked with U.S. Census Bureau staff to help make sure that historically undercounted communities were counted. Mary McClintock spearheaded Community Action's campaign to encourage Massachusetts residents to complete the 2020 U.S. Census. Each census response brings back \$2,372 dollars per person per year in critical federal funding for our communities.



HUNGER ACTION WEEK

The Franklin County Hunger Task Force created Hunger Action Week, September 20–26, to call the community's attention to food insecurity in Franklin County, encourage support of Franklin County's many food access programs, and offer suggestions for concrete actions everyone can take to address the root causes of hunger.



HIGHLIGHTS

(left) This summer, Mesa Verde Restaurant in Greenfield encouraged customers to purchase vegetable starts at the Greenfield Farmers' Market, grow the food, and drop their harvest off at the restaurant. Amy, the owner, then delivered all vegetable donations to our Center for Self-Reliance Food Pantries. Lettuce be thankful for our friends at Mesa Verde and this incredible partnership designed to support local farms and our food-insecure neighbors!

I LOVE MY JOB

In February, our Director of Communications & Development, Jessye Deane, served as a panelist at the Franklin County Chamber of Commerce's "I Love My Job" breakfast. Community Action is one of the largest employers in Franklin County.



STEPS TO STABILITY

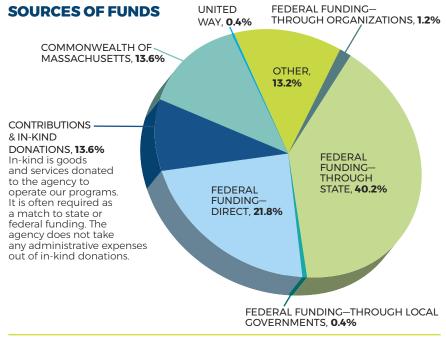
Senator Jo Comerford attends our "Steps to Stability: Finding Hope & Home in Franklin County" conference.

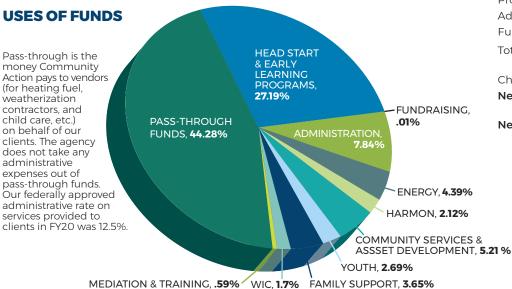


"I love LOVE Community Action."

—Senator Jo Comerford

Financials





Community Action Pioneer Valley and subsidiaries

Consolidated statement of activities for the year ended September 30, 2020 with comparative totals for 2019.

V	Without Donor	With Dor	nor <u>To</u>	Totals	
	Restrictions	Restriction	ons 2020	2019	
Revenue and support					
Federal contracts	\$8,811,174	_	\$8,811,174	\$7,109,517	
State contracts	15,353,788	_	15,353,788	15,996,720	
Other contracts and grants	2,937,602	50	2,937,652	4,532,234	
In-kind	2,656,348	_	2,656,348	2,586,377	
Donations	112,477	141,684	254,161	129,418	
United Way	112,178	_	112,178	137,466	
Parent and other program service fe	ees 544,183	_	544,183	534,906	
Employment assistance services	569,089	_	569,089	1,204,272	
Investment income (loss)	(5,060)	_	(5,060)	(699)	
Other revenue	91,170	5,762	96,932	200,535	
Net assets released from restrictions	111,986	(111,986)	_		
Total revenue and support	\$31,294,935	\$35,510	\$31,330,445	\$32,430,746	
Expenses					
Program	\$28,832,638	_	\$28,832,638	\$30,358,305	
Administrative	2,529,744	_	2,529,744	2,074,379	
Fundraising	2,238	_	2,238	4,977	
Total expense	\$31,364,620	_	\$31,364,620	\$32,437,661	
Change in net assets	(69,685)	35,510		(6,915)	
Net assets — beginning of year	\$2,384,505	\$120,078	\$2,504,583	\$2,511,498	
Net assets — end of year	\$2,314,820	\$155,588	2,470,408	\$2,504,583	

Funders

We gratefully acknowledge the support and partnership of the following organizations that contributed financially to our work in FY2020.

Each funding source is listed under the organization from which the funding originates, with any intermediary funders following.

FEDERAL

Corporation for National and Community Service. Senior Corps. RSVP

U.S. Department of Agriculture

Massachusetts Department of Elementary and Secondary Education, Child and Adult Care Food Program

Massachusetts Department of Public Health WIC (Women, Infants, and Children) Program

Massachusetts Department of Transitional Assistance. University of Massachusetts Medical School, Supplemental Nutrition Assistance Program (SNAP)

U.S. Department of Energy, Weatherization Assistance Program, via Massachusetts Department of Housing and Community Development

U.S. Department of Health and Human Services

Administration for Children and Families. Office of Head Start

Child Care and Development Block Grant, via the Massachusetts Department of Early Education and Care

Heating Emergency Assistance Retrofit Task Weatherization Assistance Program (HEARTWAP), via Massachusetts Department of Housing and Community Development

Low Income Home Energy Assistance Program (LIHEAP), via Massachusetts Department of Housing and Community Development

Office of Community Services, Community Services Block Grant and CSBG-CARES Act via Massachusetts Department of Housing and Community Development

Substance Abuse and Mental Health Services Administration State Opioid Response Grant. via Massachusetts Department of Public Health and Franklin County Sheriff's Office







Wav

Agency Partner



healthy families

family

centers

a children's trust program

Substance Abuse and Mental Health Services Administration STOP Act Grant, via Franklin Regional Council of Governments Partnership for Youth

Substance Abuse and Mental Health Services Administration via Massachusetts Department of Public Health and Franklin Regional Council of Governments Partnership for Youth

U.S. Department of Homeland Security, Emergency Food and Shelter Program via United Way of Hampshire County and United Way of Franklin County

U.S. Department of Housing and Urban Development

Community Development Block Grants, via Massachusetts Department of Housing and Community Development and

- · Town of Buckland
- · City of Greenfield
- · City of Northampton
- · Town of Shelburne
- · City of West Springfield

Continuum of Care Program

Emergency Solutions Grant, via Massachusetts Department of Housing and Community Development

Youth Homelessness Demonstration Program

U.S. Department of Labor

Workforce Innovation and Opportunity Act (WIOA) Title I Youth Activities, via Franklin Hampshire Regional **Employment Board**

U.S. Internal Revenue Service VITA (Volunteer Income Tax Assistance) program, via MassCAP (Massachusetts Association for Community Action)

STATE AND LOCAL GOVERNMENT

Town of Amherst, COVID-19 Emergency Rental Assistance Program

Town of Conway, Guilford Trust

Massachusetts Children's Trust

Healthy Families

Massachusetts Family Center

Massachusetts Department of Early Education and Care

Commonwealth Preschool Partnership Initiative through Northampton Public Schools

Coordinated Family and Community Engagement

Disabilities/Special Needs Flexible Spending Pool

Head Start State Supplemental

Income-Eligible Child Care

Parent-Child+

Quality Rating and Improvement System

Supportive Child Care

Universal Pre-Kindergarten

Massachusetts Department of Energy Resources

Massachusetts Department of Housing and Community Development

Homelessness prevention funds via Pioneer Valley United Way and Western Massachusetts Network to End Homelessness

Rapid Transition for Homeless Individuals via Massachusetts Housing and Shelter Alliance

Shelter Diversion Funds via Center for Human Development

Massachusetts Department of Public Health

Division of Violence and Injury Prevention, Safe Spaces for LGBTO Youth and Youth Violence Prevention Grants

HIV/AIDS Bureau—Boston Alliance of Gay, Lesbian, Bisexual, and Transgender Youth (BAGLY)

Maternal and Child Health WIC (Women, Infants, and Children) program state contribution

Bureau of Community Health and Prevention, Social Services Organization Flexible Services Preparation Fund and Healthy Relationships grant via Safe Passage

Massachusetts Department of Transitional Assistance— Young Parents Program

Massachusetts Department of Youth Services, LEAD (Leadership, Employment, and Advocacy Development), in collaboration with Commonwealth Corporation

Massachusetts Executive Office of Health and Human Services

Homelessness Prevention Grant

MassHealth via Partners Healthcare

Massachusetts Department of Children and Families. Massachusetts Family Resource Center

Massachusetts Executive Office of Housing and Economic Development

Massachusetts Executive Office of Labor and Workforce Development

Second Chance Employment & Training Initiative through City of Greenfield

Commonwealth Corporation, YouthWorks and Re-entry Workforce Development Demonstration Program

Franklin Hampshire Regional Employment Board, YouthWorks

Massachusetts Executive Office of the Trial Court

Alternative Dispute Resolution (Court-Connected Mediation)

Family Resolutions Specialty Court

Massachusetts Office of the Attorney General

Heating fuel assistance through the Massachusetts Association for Community Action

Local Consumer Aid Fund, Face-to-Face Mediation Program

Social Determinants Partnership

University of Massachusetts-Amherst

University of Massachusetts-Boston, Massachusetts Office of Public Collaboration—Community Mediation Centers, Parent Mediation Program

PRIVATE

All Souls Church Unitarian Universalist, Greenfield

AmerisourceBergen Foundation Opioid Resource Grant

Baystate Health, including Determination of Need funds, through the Community Benefits Advisory Council for Baystate Franklin Medical Center

Jeff Bezos, via Feeding America COVID-19 Response Fund and The Food Bank of Western Massachusetts

Berkshire Gas, via Center for Eco Technology

BJ's Charitable Foundation

Capital One Bank

Charles Hall Foundation, Bank of America Philanthropic Solutions

Columbia Gas of America, via Greater Lawrence Community Action Council

Community Foundation of Western Massachusetts

Community Software Group

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COVID-19 Relief Fund via Community Foundations of Western Massachusetts and North Central Massachusetts

Eversource, via Action for Boston Community Development

Franklin County People's Fund

Franklin County Rotary

Franklin First Federal Credit Union

Fred Wells Trust, Greenfield Savings Bank

Greenfield Savings Bank

Health New England Working on Wellness Initiative and COVID-19 Response Fund

The Janey Fund Charitable Trust

Massachusetts Bar Foundation

Massachusetts Service Alliance Youth Development Initiative

National Grid, via Action, Inc.

National League of Cities, Census Rapid Response

Neptune LNG

Project Bread

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United Way of Franklin County, Community Investment and Women's Way

United Way of Hampshire County

Walter Phillips Fund/Vanguard Charitable Fund

Western New England University

Western Massachusetts Network to End Homelessness, via United Way of Pioneer Valley

Women's Fund of Western Massachusetts

Volunteers

In 2020, 421 volunteers contributed 5,892 hours of their time to make our community—and Community Action—stronger. This year was especially challenging for volunteers because of pandemic restrictions, and they responded with great generosity. Special gratitude goes to the 287 parents who worked alongside the staff in our Head Start/Early Head Start programs.



Money invested locally changes lives. This report shows how Community Action turns financial and volunteer resources into life-changing programs and opportunities.

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from all of us to all of you, thank you!

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We give special thanks to the hundreds of generous individuals, businesses, and local organizations that contributed money, goods, and services to support Community Action in FY2020.

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Anita McConnell in

memory of all who

came before me

Informed Action = Meaningful Impact

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