

Recognizing the generous business support that sustains the Center's work

ONE OF OUR TOWNS Easthampton



ROGER TAYLOR

This year, **Coco** hosted and catered a magnificent outreach event for the Center. Yet until recently, owners Unmi Abkin and Roger Taylor weren't aware that the Center helps feed over 800 clients living in Easthampton. Unmi observes, "You don't realize about the extent of hunger until you get involved."

Opened in 2013, Easthampton-based **Tandem**

Bagel soon began donating hundreds of bagels to the Center each week. Says co-owner Andrea Zawacki, "We're happy to support the Northampton Survival Center by providing fresh-baked bagels to clients who can't otherwise enjoy them."



SHANNON GREENWOOD

MEET THE OWNERS

Ann McEwen & David Thomson
Riverbend Animal Hospital in Hadley

When they first met in 1986, David was a vet and surgeon at the MSPCA in Springfield, and Ann owned a design and advertising agency in Northampton. Ann's dog, River, needed emergency surgery at the MSPCA, and David needed to perform multiple surgeries until River was all better. As Ann reflects, "Lucky for me!" By the mid-1990s they were married with two young children, and wanted more control over how they lived and worked, with more time for their family and fun. They took on the challenge of starting a new business, and 15 years later, they're still a great team and couldn't be happier. Their practice and their commitment to the community reflect this harmonious balance:

"We've been told over and over by clients that when they come in the door, our hospital feels different. We treat our clients with respect, compassion, knowledge and skill, and treat our staff with respect and compassion as well. We've worked intentionally to create a strong sense of community at Riverbend."

"We have such deep respect for the Survival Center, and feel lucky that our community has such a welcoming and kind place to go for help. It has a direct effect on their lives and their wellbeing



"Our clients see that we give to the NSC and they appreciate it—it's great for our image."

and we know how important food is for growth, comfort, and a sense of community. We love giving locally, directly to those in need in our towns."

"Our business values jibe with those of the NSC. Our staff cares about the larger community and is thrilled that we donate to the Center. We ask for their input on where they'd like us to give as a hospital, and there's unanimous support for the NSC."

Last year the business community donated
180,300 pounds of food—**23%** of the
775,000 pounds we distributed.



A conversation with River Valley Market

River Valley Market, Northampton's food co-op, is a big supporter of local farmers and the community, including the Survival Center.

Rochelle Prunty, General Manager: "The co-op opened in 2008 after many years of grassroots community organizing and fundraising. Thousands of local families joined in the project of launching a cooperatively-owned grocery store. They wanted a food store that would partner with local farmers and food vendors to build a stronger local food system and use its resources to support the community."

Within two months of opening, River Valley had made its first donation, of over 1,000 pounds of food, to the NSC.

RP: "In the food business there is always a certain amount of product that can't be sold, but which is still good to eat. The Survival Center gets this food distributed to people who need it. This partnership keeps our local resources circulating to benefit our community."

Since that time, the co-op has made regular weekly donations amounting to about 30,000 pounds of high quality food to the Center every year.

RP: "As a consumer-owned food co-op, we purchase millions of dollars of food from local farmers and vendors to support the local economy and build a stronger local food system. Our customers are very active in requesting support for the community issues important to them. The Survival Center's work to alleviate hunger is one of the local issues very important to us all."

On top of that, River Valley sponsored the Center's big fundraising concert with the Young@Heart Chorus last year, with a generous contribution of \$5,000.

RP: "Events like the Young@Heart Chorus fundraiser make us visible to a wider audience and reinforce our current customers' support. For the co-op this is woven into the fabric of our purpose, but it is important for all businesses to participate in their communities. You see a lot of great things happening in the valley because this is a widely shared value among local businesses. We are stronger together. That is what builds community."

Business support comes in many shapes and sizes. Here are just some examples of how recent engaged giving to the Survival Center has taken creative form.

Turcotte Data & Design

Clear communication is key in serving the community, and the folks at Turcotte Data & Design know the important role of an effective website. When they donated their time to redesigning our site, it got rave reviews! Check it out at www.northampton-survival.org.



Valley Medical Group

In recognition of the synergy between our two missions, doctors and staff at Valley Medical Group collect donations of nutritious food for the pantry.



Bart's Homemade and State Street Fruit Store

To kick off the summer, State Street Fruit Store and Bart's Homemade teamed up to scoop ice cream for store customers, with all proceeds to benefit the food pantry's programs.



Core Solution Group

Top notch technical assistance and responsive customer service are deeply discounted by Northampton-based Core Solution Group in support of the NSC's work.

Bashista Orchards

We've all heard that "an apple a day keeps the doctor away", but our friends at Bashista Orchard take it much further. By donating over 2,500 pounds of fresh apples to our pantry this year, they're helping to ensure health (and happiness) for all our clients.



Crestal Health Periodontics

To promote dental health for Survival Center clients, the staff at Crestal Health Periodontics collected a massive supply of oral hygiene items, including tooth brushes, toothpaste, floss, and fluoride rinse.



Acme Surplus

Realizing they stretch their support for the Center further by donating materials instead of money, Acme Surplus extended an in-store credit so the NSC could eliminate spending on pens, paper and other office supplies. True out-of-the-box thinking!



Wireless Zone

As sole sponsor of the NSC's "Volunteer Extravaganza" event this Fall, Northampton Wireless Zone is enabling the Center to shower its 300+ volunteers with appreciation and a chance to celebrate together, without depleting resources for the clients our volunteers are dedicated to serving.

When PeoplesBank sponsored the Northampton Chamber of Commerce Annual Meeting, they had an opportunity to give a gift to those in attendance. Seizing the moment, they made a generous financial donation to the Survival Center in honor of all Chamber members—a feel-good and do-good gesture!



PeoplesBank

Business support of over \$37,700 helped us meet our operational budget of \$600,000 last year.



RIPPLE EFFECT Forget me not Florist

In early 2014, the NSC asked **Rebecca Fitzgerald** of Forget me not Florist to sponsor an event. In touring the Center and learning more about its work, she quickly agreed to make the donation, and included a stunning offer—to donate fresh flowers every week for clients to take home.



Executive Director Heidi Nortonsmith reports a range of responses and emotions when she presents the flowers to clients.

“Most are wide-eyed with surprise. It astounds clients when they learn the flowers were donated for them. People smile and fuss over choosing their bouquet, and recently, one client said simply, **‘no one has ever given me flowers before.’** It was an emotional moment for her.”

The generosity and impact of these donations hasn’t gone unnoticed. Survival Center board members have intentionally steered business to Rebecca, and have begun turning to Forget me not Florist when their own workplaces want to appreciate someone with flowers. It’s the best kind of ripple effect, and everybody wins.

WE CARE ABOUT COMMUNITY Hampshire Dermatology & Skin Health Center

Dr. Katherine White opened Hampshire Dermatology & Skin Health Center in 2009, providing comprehensive medical and cosmetic dermatology. Her staff cultivates an office environment of respect, care and warm professionalism, and she values the welcoming, respectful atmosphere of the Survival Center.



Dr. White has been moved to learn “how many people—our neighbors and acquaintances—need support.” Recognizing that good nutrition is fundamental to a person’s well being, and how food insecurity and hunger can devastate a family, she sees supporting the Survival Center’s mission as supporting a healthy community.

As a business owner, she says, “I love the convenience of the monthly donation. I don’t have to remember to do it, yet I feel good knowing that I am contributing to the Center regularly. It gives me a sense of accomplishment as a person and business owner.”

“I encourage business owners to join the Bread & Butter Club at the level that’s right for them, and may increasing one’s monthly contribution be a marker of business success.”

WE CARE ABOUT WELLNESS Optical Studio



Optometrists Dr. Kimberly Budri, Dr. Maribeth Erb, Dr. Anna Symolon

The folks at Optical Studio value the connection they share with the Center in promoting individual and community wellness. Dr. Maribeth Erb says, “When caring for my patients my goal is to preserve eye health and optimize vision. Proper nutrition is an important contributor to eye health. Besides the eye/nutrition connection, food, shelter and community support are essential to overall well-being. The NSC improves the well-being of our

community members and I am happy to be a part of it.”

The owners find that monthly donations to the Center have become a predictable part of Optical Studio’s cash flow. Practice Manager Mary Finn praises the Bread & Butter Club, “Once I signed up I didn’t have to give donating another thought. I find it very convenient and it makes good business sense for me and the NSC.”

Business Supporters 2013–2014

Many thanks to these businesses who supported us with food, in-kind donations and

ABBA Motors
Academy of Music
Accountable Care Associates
Acme Surplus
ALDI
Allsports Soccer Arena
Aquadro & Cerruti
A-Z Storage Rentals
Bart's Homemade
Bashista Orchards
Baystate Health
Beetle Press
Berkshire Bank
Berkshire Natural
Big Red Frame
Big Y Supermarket
Bistro Les Gras
Black Sheep Deli
Borawski Real Estate
Bread Euphoria
Broadside Books
Brookfield Farm
Bueno y Sano
Burger King
C & S Wholesalers
Cafe Evolution
Chemetal
Cichy's Garage
CISabroad
Citizens Bank
Coca-Cola Bottling Company of
Greenfield
Coca-Cola Bottling of New England
Coca-Cola North America
Coco & The Cellar Bar
Coffey & Heady Painting
Cooley Dickinson Hospital
Core Solution Group
Corliss Law
Crestal Health Periodontics
Crimson & Clover Farm

Cumberland Farms
Cumington Supply
Curves
D.A. Sullivan & Sons
Dance Northampton
Davenport Childcare
Deals & Steals
Dechen's Cleaning Services
Delap Real Estate
Drs. Clayton, Kleinman, & Canby
Dunkin' Donuts
E.S.P. Auto
Easthampton Savings Bank
Edward Elgar Publishing Co.
EMA Dental
Enterprise Farm
Esselon Café
Essentials
Faces
Fallon Community Health Plan
Family Fun Magazine
Family Veterinary Center
Fazzi Associates
Fierst, Kane & Bloomberg LLP
Finck & Perras Insurance Agency
Five College Movers
Fleury Lumber Company
Florence Dental Care
Florence Pizza & Family Restaurant
Florence Savings Bank
Florence Swimming Pools
Flying Colors Farm
Ford of Northampton
Forget me not Florist
Gabriel Amadeus Cooney Photography
GDF Suez Energy North America
Genentech
George Propane
GoBerry
Gray Dog's Farm
Green Earth Computers

Greenfield Savings Bank
HAI Architecture
Hampshire Dermatology &
Skin Care Center
Hampshire Property
Management Group
Hampton Court Apartments
Harley-Davidson of Southampton
Harvest Farm of Whatley
Haymarket Café
Heavenly Chocolates
Herrell's Ice Cream
Hinge
Hope & Feathers Framing
Hungry Ghost Bread
Huntington Country Store
India House
ING
Intervale Farm
Jackson & Torrone
Joe's Café Spaghetti & Pizza House
JoiBeauty
Kentucky Fried Chicken
Kids' Kloset
King & Cushman
KirschLeuchs Consulting
Kitchen Garden Farm
Lathrop Community of Easthampton
Law Offices of John P. DiBartolo, Jr.
Law Offices of Low & Canata
Lisa Van Gordon d'Errico, Esq.
Look Memorial Park
Maple Farm Finer Foods
Maplewood Farm
Marinello Beauty School
Market Street Research
Mass Commercial Cleaning
MassMutual Financial Group
McCarthy Funeral Home
Mill River BNI
Millitech

Taking Count

2
pantries

7
staff
members

18
communities

25
local farms

220+
donor
businesses

300+
volunteers

“Visiting [the Survival Center] is the difference between being stressed when my children are eating and inviting them to the table to eat.” —An NSC client



services, and financial support over the past year.

Muffin's General Store
 Murduff's Goldsmiths & Engravers
 Murphys Realtors
 MyHats
 Nejame & Kling Law Offices
 Next Barn Over
 Northampton Area Pediatrics
 Northampton Brewery
 Northampton Pride
 Northampton Radiologic Associates
 Northampton Transmission
 Northampton Vision Specialists
 Northampton Wellness Associates
 Northampton Wools
 Ode Boutique
 Old Friends Farm
 Optical Studio
 Ostberg & Associates
 Packard's
 Panera Bread
 Paradise Copies
 Party City
 Paul & Elizabeth's
 Pedal People Cooperative
 Pelican Products
 Penguin Random House
 Pengyew Catering
 PeoplesBank
 Peter Rayton Logging
 Pete's Tire Barns
 Pioneer Valley Insurance Group
 Pioneer Valley Periodontics
 Pizzeria Paradiso
 Plainville Farm
 Prospect Meadow Farm
 Provisions
 Pure Foods
 Quonquot Farm
 Ravenwold Farm
 Red Fire Farm
 Red Stone Promotions

Rerun Shoes
 Rick Kristek Tax & Business Services
 River Valley Market
 Riverbend Animal Hospital
 RiverBend Medical Group
 Robinson Properties
 Rockridge Retirement Community
 Rolling Gate Farm
 Ross Brothers
 Sasson, Turnbull, Ryan & Hoose
 Seewald, Jankowski & Spencer
 Select Equity Group
 Serio's
 ServiceMaster of Northampton-Amherst
 Seven Sisters Market Bistro
 Shelburne Falls Coffee Roasters
 Shiel Farm and Greenhouses
 Simona's Gluten-free Baked Goods
 SIP Coffee & Tea Bar
 Springfield Armor
 Stanley Black & Decker, Inc
 State Street Fruit Store
 Steve's Sugar Shack
 Strides Human Performance Institute
 Sugar Maple Trailside Inn
 Super Stop & Shop
 Susana Byers Acupuncture
 Tandem Bagel Co.

Target
 Tart Baking Co.
 Telecom Pioneers
 Temp-Pro
 The Barn Grocery Store
 The Benjamin Company
 The Lone Wolf
 The Veatchs
 Thomson Financial Management
 Toward Harmony Tai Chi & Qigong
 Town Farm
 Trader Joe's
 Truehart Paving & Construction
 TRUiST
 Turcotte Data & Design
 TurningLeaf Design
 Twilight Fixture and Lamp Repair
 Tyson Foods
 Urban Outfitters
 Valley Medical Group
 Viva Fresh Pasta
 Walmart
 Webber & Grinnell Insurance
 Webs
 Welch Law Offices
 West Family Day Care
 Whalen Insurance Agency
 Whirlwind Fine Garden Design
 Wireless Zone of Northampton
 Woodstar Café
 Wright Builders

“Working with the Northampton Survival Center made me re-think my whole business plan. Enterprise Farm and the NSC actively took each other's goals and needs into consideration to create a partnership that made both of our organizations stronger.” —Dave Jackson, Owner, Enterprise Farm

4,536
clients

23,460
client visits
last year

\$600K
budget

775,000
pounds of food
per year

\$1.3 million
retail value of food
distributed last year



Board of Directors

Rebecca Neimark, *President*
 Jeff Palm, *Vice President*
 Karen Curran, *Treasurer*
 Mark Sullivan, *Clerk*
 Amy Altwarg
 Debin Bruce
 Michael Cohen
 Chris DeFrancis
 Tim Jones
 Kristin Kelly
 Liz Leibowitz
 Margaret Miller
 Beth Spong
 Traci Wolfe

Staff

Heidi Nortonsmith
Executive Director
 Sarah Pease
Program Director
 Diane Meehan
Hilltown Pantry Director
 Walter Clune
Office Manager
 Diane Drohan
Volunteer Coordinator
 Amy Marsters
Donor Relations Coordinator
 Maria Jimenez
Staff Assistant

Harvest News is published semi-annually by the Northampton Survival Center 265 Prospect Street Northampton, MA 01060



FRESH AND LOCAL

We serve 18 communities in Hampshire County, and our food and produce comes from all over the region.



THESE 25 LOCAL FARMS DONATED FRESH PRODUCE THIS YEAR

- Abundance Farm of CBI, *Northampton*
- Bashista Orchards, *Southampton*
- Brookfield Farm, *Amherst*
- Crimson & Clover Farm, *Florence*
- Enterprise Farm, *South Deerfield*
- Florence Organic Community Garden, *Florence*
- Flying Colors Farm, *Florence*
- Fox Thicket Farm, *Northampton*
- Gray Dog's Farm, *Huntington*
- Harvest Farm of Whately, *Whately*
- Intervale Farm, *Westhampton*
- Kitchen Garden Farm, *Sunderland*
- Maplewood Farm, *Amherst*
- Next Barn Over, *Hadley*
- Northampton Community Gardens, *Florence*
- Northampton Farmers Market, *Northampton*
- Old Friends Farm, *Amherst*
- Plainville Farm, *Hadley*
- Prospect Meadow Farm, *Hatfield*
- Ravenwold Farm, *Florence*
- Red Fire Farm, *Granby*
- Rolling Gate Farm, *Westhampton*
- Shiel Farm and Greenhouses, *Southampton*
- Town Farm, *Northampton*
- Quonquot Farm, *Whately*