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 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.

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

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.”

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.northamptonsurvival.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.

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.

Acme Surplus
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

Northampton Survival Center | 265 Prospect Street Northampton, MA 01060 | 413-586-6564 | www.northamptonsurvival.org
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

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.”

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.
Business Supporters 2013–2014

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

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
Chicy’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
Cummingston 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 Amadeo 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 Whately
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
JoiaBeauty
Kentucky Fried Chicken
Kids’ Closet
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
Militech

Taking Count

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<td>communities</td>
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“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

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<td>The Benjamin Company</td>
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<td>Toward Harmony Tai Chi &amp; Qigong</td>
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<td>Truehart Paving &amp; Construction</td>
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<td>ServiceMaster of Northampton-Amherst</td>
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<td>Tandem Bagel Co.</td>
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“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 |
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
Quonquont Farm, Whately