Thank you, 2014 Providers’ Council members!
About the Providers’ Council

*Formed in 1975 to support the emerging care-giving sector and influence public policy change, the Council is the state’s largest human services membership association.*

The Providers’ Council is a statewide association composed primarily of nonprofit, community-based, care-giving organizations that provide human services, health, education and employment supports. The Council supports its membership by providing high-quality public policy research, advocacy opportunities, communication and information, education and training, publications, networking opportunities and group purchasing opportunities. The sector, which employs more than 145,000 individuals throughout the state, helps to care for vulnerable populations. In addition, the Council highlights the benefits that the human services sector provides to the local and state economies.

Formed in 1975 to support the emerging care-giving sector and influence public policy change, the Council is the state’s largest human services membership association. The organization, which receives its support primarily from members and business partners, is widely recognized as the official voice of the Massachusetts community-based human services sector.

*The Council’s mission is to promote a healthy, productive and diverse human services industry.* A board of directors, representative of member organizations, governs the Council and is committed to its values. The Council adheres to the following organizational values:

- We are committed to the delivery of superior, accessible, community-based services that support one-in-ten Massachusetts residents.
- We seek to serve the public and human service providers by identifying opportunities and taking action on issues where provider and public interests are aligned.
- We believe that the public, clients and consumers are best served through volunteer-governed and community-based nonprofits that are supported by fair and adequate funding.
- We value results, success and transparency.
- We are committed to promoting integrity, credibility and responsibility in the human services sector.
- We are dedicated to the development of a diverse membership, representative of human service providers and the general population in Massachusetts.
The work done by community-based human services agencies have a profound impact on the lives of clients throughout the Commonwealth.
Dear Members and Friends:

Over the past 40 years, the Providers’ Council, in concert with its diverse membership, built a strong, community-based human services sector that provides critical care and assistance to one-in-ten state residents.

Community-based human services agencies have a profound impact on the lives of clients throughout the Commonwealth. In 1972, the nascent sector had only $25 million in purchase-of-service contracts with the state. Today, purchase-of-service contracts total nearly $2.4 billion, with more than 670,000 state residents receiving services and over 145,000 employees working in the field. Our sector has indeed become an impressive Caring Force providing hope, protection and opportunity.

This sector creates community and has experienced exponential growth, and the Providers’ Council is proud that we have been a part of this incredible field that has made a difference in the lives of so many people. Whether it is protecting our children, helping an individual with developmental disabilities live a more independent life in the community, empowering survivors of abuse, assisting elderly individuals, making a difference in the life of someone recovering from addictions or creating stronger communities, the Council is proud that our members have been there to make it happen.

In 2014, the Council continued to provide high quality services to our sector. We joined in securing over $200 million in rate relief and an $8 million annualized Salary Reserve, which gave a number of low-paid workers a modest salary increase. We welcomed the four major candidates for governor at the second Human Services Gubernatorial Forum at Faneuil Hall. And we completed a landmark study of the human services sector, quantifying the incredible economic impact of our members and others.

We’re thrilled about everything we’ve been able to accomplish together – both in 2014 and over the past 40 years. The Council is already working to make 2015 our best year yet, and we’re excited about what the future holds for community-based human services organizations in the Commonwealth. Buoyed by our success, we look forward to the journey with you to strengthen the human services sector in Massachusetts for another 40 years and beyond.

Sincerely,

Andy Pond
Board Chair

Michael Weekes
President/CEO
The event attracted all major candidates for Governor — now-Governor Charlie Baker, then-Attorney General Martha Coakley and independent candidates Jeff McCormick and Evan Falchuk. Karen Holmes Ward, center, of WCVB-TV hosted the event. Michael Weekes, at far right, welcomed the candidates.
The FY ’15 state budget contained more than $200 million in new investments for human services through Chapter 257.

The Providers’ Council has made major strides in its public policy work in 2014 as the organization, working collaboratively, secured more funding for the human services sector, urged the Administration and Legislature to support full funding of human services programs, workers and clients.

Strong advocacy from the Providers’ Council and The Caring Force resulted in one of the most significant investments ever in human services. The FY ’15 state budget – supported by the Legislature and signed by the Governor – contained more than $200 million in new investments for human services through Chapter 257. Additionally, Council and Caring Force members’ advocacy helped ensure that an annualized $8 million Salary Reserve and at least $2 million for Competitive Integrated Employment Services (CIES) were included in the final spending plan.

The Council also continued its advocacy efforts on Chapter 257 implementation. The Council worked with its diverse membership to provide testimony at more than 10 rate hearings, urging the Executive Office of Health and Human Services to improve payment rates for human services providers. Hearings included payments for Adult Foster Care, Adult Housing and Community Support, Certain Elder Care Services, Community-Based Flexible Supports, Family Planning Services, Family Stabilization Services and Youth Short-Term Stabilization Services, just to name a few.

The Providers’ Council also testified on new safety regulations proposed by EOHHS, delivered comments on new restraint regulations proposed by the Departments of Early Education & Care and Elementary & Secondary Education, and helped secure a change eliminating costly, duplicative background checks for human services workers.

With help from its members, the Council also testified on its own legislation designed to strengthen human services providers across the Commonwealth.

In the fall, the Council hosted the second Human Services Gubernatorial Forum at Faneuil Hall in Boston. The event attracted all major candidates for Governor — now-Governor Charlie Baker, then-Attorney General Martha Coakley, independent candidates Jeff McCormick and Evan Falchuk. Karen Holmes Ward of WCVB-TV hosted the event, and Michael Weekes welcomed the candidates. Building on the success of the 2010 forum, the Providers’ Council hosted another event that filled to capacity, allowing the candidates to speak directly to workers, clients, staff and other supporters about issues critical to the human services sector.

The Providers’ Council, through CareVote, also engaged in voter advocacy through its relationship with Nonprofit VOTE. The Council worked with its members to register voters and have them pledge to vote as part of the national Nonprofits Vote 2014! campaign. Providers’ Council members registered or tracked more than 600 voters for the 2014 election cycle in an effort to empower clients and consumers, and show our elected officials here in Massachusetts that nonprofits make a difference in the voting booth.

In December, the Council also urged senators and representatives on Capitol Hill in Washington D.C. to support H.R. 5806, the Supporting America’s Charities Act, legislation that would have permanently extended key charitable giving incentives encouraging donations to nonprofit organizations. The Council also held other events throughout the course of the year to connect members with elected officials or candidates for office, including meetings with candidates for Governor and Attorney General.
The Providers’ Council’s “We Create Community” theme — which generated great interest on Twitter on the day of the Convention — was evident throughout 2014, like when Boston Celtics stars took time to visit members’ programs and help build caring communities.
The Providers’ Council used public events, traditional media and social media in 2014 to help make its voice heard. Social media in particular helped the Council reach a vast array of audiences and break the molds of traditional communication in the human services sector.

Our successful Human Services Gubernatorial Forum in September generated buzz on social media — specifically Twitter — and brought attention to the sector as a whole. The Council established a hashtag — #HSGovForum — which was used more than 1,000 times on the day of the event. The hashtag trended in the Boston area, giving the Council increased exposure of its major event.

The Council also generated attention on social media during the 39th Annual Convention & Expo, We Create Community. The Council live-tweeted the event, giving those who could not attend minute-by-minute updates. The Council’s Twitter account, @MassCouncil, generated a large number of tweets that caused the hashtag #WeCreateCommunity to trend in the Boston area throughout the day.

Our YouTube and Facebook presence continued to grow and see their best years yet. “Likes” on the Council’s Facebook page increased by more than 20 percent, while the YouTube page continued to grow, boasting more than 14,000 total views by the end of the year.

Events and statements were included in many newspapers throughout the Commonwealth. In 2014, the Council was mentioned in stories in the Boston Globe, Boston Herald, State House News Service, Associated Press, Springfield Republican, Bay State Banner, MetroWest Daily News and The Daily Free Press. Council events were also mentioned on radio and television, including on WBZ Channel 4 by Jon Keller.

An important initiative is to educate members on using the tools of social media so they too can benefit from its diverse audience. The Communications & Media Committee hosted a successful roundtable, Effectively Using Social Media. At the Annual Convention, the Council hosted a Social Media and Advocacy workshop that filled the room and inspired participants to use their passions to build an online audience.

The Council website (providers.org) continued to stay up-to-date with the latest news, trainings and Jobs With Heart postings. In 2014, the Council’s website had 46,962 hits — an increase of more than 14 percent from 2013 — and new visitors increased by 7 percent.

Also, the Council maintains production of its highly respected monthly newspaper, The Provider, highlighting its members and issues of importance to the sector. The industry’s premier human services newspaper had a combined print and e-circulation of more than 5,000 in 2014. Throughout the year, The Provider ran commentaries from industry leaders and respected public officials.

The Council kept members current on issues and sector events with its weekly e-newsletters, eDigest and Academy for Learning & Exchange (ALEX), providing information to human services workers, executives and other stakeholders.

All of the Council’s communication and media efforts incorporate forms of traditional and new media in order to reach a wide audience and attract new members and supporters to the sector.
The Caring Force held a major State House rally in April, bringing together attendees from all corners of the state. Pictured are Caring Bear Award recipient Rep. Patricia Haddad (left) and Bristol Elder Services’ CEO Nancy Munson.
The Caring Force saw tremendous success in advocacy in 2014 and continued to serve as a vehicle for human services staff, consumers, family members and other supporters to engage in nonpartisan political advocacy with their elected leaders. As a result of its year-round advocacy, online engagement, presentations to provider organizations and legislative advocacy, The Caring Force grew to nearly 18,000 members in its third year.

In 2014, The Caring Force mobilized its base during the budget season by attending each of the seven regional hearings across Massachusetts on the state’s annual spending plan. Dressed in gold Caring Force shirts, members spoke to legislators, the media and the public about the importance of human services in building stronger, caring communities throughout the state.

The Caring Force held its Third Annual State House rally in April, bringing together attendees from all corners of the Commonwealth. During the event, human service workers, clients, family members and board members shared their compelling stories with the more than 600 attendees and elected officials. Rep. Patricia Haddad of Somerset was awarded the coveted Caring Bear Award, and the crowd heard rousing speeches from Rep. Gloria Fox, Rep. Jeffrey Roy and Sen. Karen Spilka.

Thanks to the advocacy of The Caring Force, the House and Senate ultimately included an $8 million annualized Salary Reserve allocation in their conference budget proposal, and Governor Deval Patrick signed it into law in July.

Over the summer, The Caring Force launched its third annual Broadcast Your Love of Human Services video contest, yielding eight high quality video submissions and generating nearly 700 votes at the Providers’ Council’s 39th Annual Convention & Expo, We Create Community. Also at the Annual Convention, The Caring Force presented a workshop to a packed room on Social Media Advocacy.

When Massachusetts voters went to the polls to elect new leadership – including legislators, governor, attorney general and treasurer – The Caring Force again made a significant impact. The Caring Force shared the importance of civic engagement with its members and encouraged them to register for and take part in the primary and general elections in the Commonwealth.

The Caring Force also visited Providers’ Council members and other advocacy groups to present on the strength of its network. These visits resulted in many new signups and members for the grassroots advocacy initiative, as well as increased traffic at thecaringforce.org.
The Providers’ Council’s 39th Annual Convention & Expo, We Create Community, was the biggest convention to date! Selling out with nearly 1,200 human service workers, allies and other supporters at the Marriott Copley Place Hotel in Boston, attendees celebrated the sector, enhanced their knowledge and professional skills at workshops, expanded their view of the nonprofit sector with the keynote and networked with peers and nearly 80 exhibitors. Additionally, the Expo sold out for the ninth straight year. The theme, We Create Community, captured the community-based foundations of our sector and our work.

We Create Community marked the third year of The Caring Force’s annual video contest, Broadcast Your Love of Human Services. After a round of voting prior to the Convention, the top three videos were shared and voted on at lunch. The Association For Community Living won by popular vote for the second year in a row.

The Convention also offered 32 workshops on a broad range of topics relevant to the human services sector. Along with the perennially popular Chat with the Commissioners sessions, workshops on leadership, staff retention, safety, and communication saw particularly high attendance.

Agencies and individuals were honored at the Convention’s two awards ceremonies. Jonathan Elias, news anchor at WBZ-TV, presented the Peer Provider Awards to four distinguished agencies. The Council also gave out 13 Awards of Excellence to peer-nominated individuals throughout the sector. Awardees are listed on the facing page.

For the 11th year in a row, the Joan Newton Memorial Scholarship provided those who might not have been able to participate an opportunity to attend the Convention. Additionally, the board provided the first Providers’ Council Graduate Scholarship for $10,000 to Josephine Pang from The Home for Little Wanderers. The Council thanks all its generous sponsors and exhibitors who help make the Convention a success year after year.
2014 Awards of Excellence recipients:
*Gerry Wright Direct Service Employee of the Year*
  • Deborah Mastro, Friendship Home, Inc.
  • Melbourne Henry, Bay Cove Human Services
*Richard J. Bond Executive of the Year*
  • Nancy Munson, Bristol Elder Services
*Richard J. Bond Supervisor of the Year*
  • Sue McCarthy, Northeast Ave
  • Lisa Richmond, Justice Resource Institute
*Volunteer of the Year*
  • William Davison, Advocates, Inc.
*Ruth M. Batson Advocate of the Year*
  • Beth Atkinson, Seven Hills Foundation
*Innovator of the Year*
  • Doc Wayne Youth Services, Inc.
*Media Award*
  • Kim Carrigan, WRKO
*Legislators of the Year*
  • Senator Linda Dorcena Forry
  • Representative Kay Khan
*State Employee of the Year*
  • Sheriff Michael Ashe, Hampden County
*Business Partnership Award*
  • Constant Contact

2014 Peer Provider Awards recipients:
• AIDS Project Worcester
• Nurtury
• Old Colony YMCA
• Riverbrook Residence

2014 Convention Sponsors
• Bristol Elder Services
• Blue Cross Blue Shield Massachusetts
• Casner & Edwards, LLP
• Citizens Bank
• Communities for People
• Community Resources for Justice
• Delta Dental of Massachusetts
• Eliot Community Human Services
• Family Service of Greater Boston
• HMEA
• Justice Resource Institute
• The Key Program
• Kirkland Albrecht & Fredrickson, LLC
• Krookidas & Bluestein
• Marriott Copley Hotel
• Minuteman Health
• North Suffolk Mental Health Association
• Old Colony Elder Services
• Oppenheimer and Co., Inc.
• People Incorporated
• Philadelphia Insurance
• Public Consulting Group
• Road to Responsibility
• Roxbury Youthworks, Inc.
• ServiceNet, Inc.
• Seven Hills Foundation
• The Association For Community Living
• USI Insurance Services
• Venture Community Services
• Vinfen
• Wayside Youth and Family Support Network
• Michael Weekes
Providers’ Council members enjoy exclusive discounts and services through the Council’s seven Endorsed Business Partners.
The Providers' Council continues its efforts to support innovation and social enterprise in the Massachusetts human services sector in 2014.

The Council held its fourth annual What A Great Idea! Contest to help member organizations bring their innovative ideas to fruition by connecting winners with graduate student consulting services. In 2014, there were two winning agencies selected: Square One and Valley Educational Associates.

In partnership with the Social Enterprise Alliance Massachusetts Chapter, the Providers' Council organized two Social Enterprise Tours in Fall 2014. These tours, one of Boston Handyworks at Pine Street Inn and one of The Mercantile at NuPath, Inc., offered members a chance to see behind the scenes at human service social enterprises as well as learn about how the enterprises were conceptualized, started, brought to fruition and expanded.

Innovation & Social Enterprise

Endorsed Business Partners

Providers' Council members enjoy exclusive discounts and services through the Council’s seven Endorsed Business Partners. These companies are committed to delivering the highest quality products while ensuring that more of our members’ dollars go toward supporting their missions.

The Council is proud to offer members purchasing opportunities with two Supplier Diversity Office-certified vendors (SDO), New England Office Supply and Interior Resources. All Endorsed Business Partners have proven expertise in working with human services organizations in Massachusetts. The purchasing power of our group ensures members receive excellent value.

The Council keeps its members informed on potential savings, new programs and special promotions through monthly Endorsed Business Partner News Alerts, in-person visits and phone calls.

The Council added two additional opportunities for partners to share their industry knowledge with our provider members in 2014: free educational webinars and monthly articles in the members-only e-newsletter, eDigest.
Education & Training

The Providers’ Council leveraged training and learning opportunities in 2014 to help grow the future leaders of the human services sector.

The Providers’ Council held more than 65 professional development trainings and workshops — both new and tried-and-tested — for human services employees in 2014. By the end of the year, more than 50 supervisors completed the Council’s popular Certificate in Supervision Series in Boston, Fall River and Worcester, receiving CEUs from the National Association of Social Workers.

The Council’s Tuition Remission program enabled human services employees to take more than 450 classes tuition-free at state colleges and universities throughout Massachusetts. More than 90 agencies took advantage of this unique benefit, offering their staff an opportunity to complete a degree or increase their education with limited costs to the individual or the agency. 2014 marked the 15th year of the Tuition Remission program.

The graduate-level Certificate in Nonprofit Human Service Management program, offered in partnership with both Suffolk and Clark universities, continued its success. More than 50 students enrolled in the program, and the Suffolk program sold out for the third year in a row. Since 2002, more than 425 future leaders of the sector have graduated from this program, and many have continued on to complete master’s degrees.
Providers’ eAcademy®, the Council’s online learning management system, offered more than 600 online courses designed specifically for health and human service providers to more than 19,000 users across 45 member organizations in 2014. This program supported member agencies in tracking compliance for training requirements, provided staff with Continuing Education Units and helped to analyze the results of their own agency-specific trainings.

Providers’ eAcademy® also updated the Human Services Credentialing Program contemporizing the content of the Credential Program in the areas of Intellectual and Developmental Disabilities, Child Welfare (Levels I and II), Mental Health, Substance Use and Addictive Disorders, Leadership and Frontline Supervision. The Council also expanded Providers’ eAcademy® to add a new credential in Autism Spectrum Disorder, further growing its already large library of credentials.

**Providers’ eAcademy®**

*Providers’ eAcademy brings e-learning to more than 19,000 human services workers.*

The Providers’ Council’s newest initiative, Providers’ Benchmarking, is now in its second year of operation. This state-of-the-art program allows organizations to measure their performance and provides the critical context that transforms data into meaningful information to help make data-driven improvements. Providers’ Benchmarking is specially tailored to the unique needs of human services and behavioral health providers in Massachusetts and is offered to Providers’ Council members in collaboration with Netsmart Technologies.

Through Providers’ Benchmarking, Council members have the opportunity to participate in benchmarking in four service areas: Addiction Services, Children and Families, Intellectual and Developmental Disabilities and Mental Health. Each survey includes a variety of financial, administrative, operational and clinical metrics on which agencies can choose to report. In addition, participants enjoy access to monthly peer learning opportunities through national and Massachusetts-based networking calls and webinars to discuss best practices and strategies for success.

**Benchmarking**

*We are turning data into knowledge to help agencies learn and grow.*
We are committed to the delivery of superior, accessible, community-based services that support one-in-ten Massachusetts residents. We value results, success and transparency.
# Independent Auditor’s Report

**Massachusetts Council of Human Service Providers, Inc. and Human Services Providers Charitable Foundation, Inc.**

## Consolidated Summary of Revenue and Expenses

**Year Ending December 31, 2014**

### REVENUE

<table>
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<tr>
<th>Description</th>
<th>Amount</th>
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<tr>
<td>Operating Revenue</td>
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<tr>
<td>Grant &amp; Education Revenue</td>
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<td><strong>TOTAL REVENUE</strong></td>
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### TOTAL EXPENSES

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<tr>
<th>Description</th>
<th>Amount</th>
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<tr>
<td>Change in unrestricted net assets from operations</td>
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<tr>
<td>Total unrestricted non-operating activity</td>
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<tr>
<td>Change in temporarily restricted net assets</td>
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<tr>
<td><strong>Total Change in Net Assets</strong></td>
<td><strong>$245,888</strong></td>
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The financial information above has been obtained from the Consolidated Audited Financial Statements of the Massachusetts Council of Human Service Providers, Inc. and the Human Services Providers Charitable Foundation, Inc. as of and for the year ending December 31, 2014, as audited by Kirkland Albrecht & Fredrickson, LLC. Original financial statements are on file in the business office.
### Board of Directors
- Mia Alvarado, Roxbury Youthworks, Inc.
- Bruce Bird, Vinfen Corporation
- James Cassetta, WORK Inc.
- Lyndia Downie, Pine Street Inn
- Juan Gomez, Centro Las Americas
- James Goodwin, Center for Human Development
- Diane Gould, Advocates, Inc.
- Joanne Hilferty, Morgan Memorial Goodwill Industries
- David Jordan, Seven Hills Foundation
- Joan Kagan, Square One
- Donald Kozera, Human Resources Unlimited
- Dafna Krouk-Gordon, TILL, Inc.
- John Larivee, Community Resources for Justice
- Joseph Leavey, Communities for People
- William Lytle, The Key Program
- Sheri McCann, Consultant
- Jerry McCarthy, Northeast Arc
- Thomas McLaughlin, Consultant
- Michael Moloney, HMEA
- Jackie K. Moore, North Suffolk Mental Health Association
- Nancy Munson, Bristol Elder Services
- Dan Nakamoto, Mental Health Association of Greater Lowell
- Pamela Opletree, Children’s Services of Roxbury, Inc.
- Barbara Pilarcik, The Association For Community Living
- Andy Pond, Justice Resource Institute
- Serena Powell, Community Work Services
- Dora Robinson, United Way of Pioneer Valley
- Randal Rucker, Family Service of Greater Boston
- Kenneth Singer, Berkshire County Arc
- Lauren Solotar, May Institute
- Bill Sprague, Bay Cove Human Services
- Paul Spooner, MetroWest Center for Independent Living
- Robert Stearns, Bridgewell
- Susan Stubbs, ServiceNet, Inc.
- Michael Vance, Action for Boston Community Development
- Joan Wallace-Benjamin, The Home for Little Wanderers
- Kevin Washington, YMCA of Greater Boston
- Christopher White, Road to Responsibility
- Gerry Wright, Community Caring

### Providers’ Council Staff
- Ella Froggatt, Learning & Training Coordinator
- Sam Geller, Public Policy & Communications Associate
- Meg Helming, Manager of Member Relationships
- Tracy Jordan, Fiscal Manager
- Michelle McKenzie, Editor, The Provider
- Christine Mikiewicz, Public Policy & Communications Associate
- Michael Weekes, President/CEO
- Liz Woodbury, Manager of Education & Partnerships
- Bill Yelenak, Vice President of Public Policy & Development

### Consultants
- Robert E. Cowden, III, Legal Counsel
- Pat Dal Ponte, Graphic Designer
- Jill Moran, Convention Manager
- Michael Ripple, Cartoonist
- Lisa Simonetti, Legislative Consultant

### Human Services Providers Charitable Foundation, Inc.
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www.providers.org

Thanks to the following member organizations for submitting photos to be used in this report:
- The Home for Little Wanderers
- HMEA
- MHPI, Inc.
- Morgan Memorial Goodwill Industries
- Pine Street Inn

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