

MONDAY: Making Opportunity Count

Highlighting Making Opportunity Count's Impact on the Community

At the Providers' Council, we are proud to highlight the impactful work of our members who are strengthening communities across the Commonwealth. This week, for Membership Monday, we are featuring Making Opportunity Count, a nonprofit community action agency dedicated to empowering individuals and families across North Central Massachusetts by removing barriers, supporting growth, and creating pathways toward long-term stability and economic security.

Who is Making Opportunity Count and What Do They Do?

Making Opportunity Count is a nonprofit community action agency serving North Central MA, with a long history of responding to the evolving needs of the communities it serves. As a regional leader in this work since 1966, Making Opportunity Count brings together a wide range of services under one umbrella—recognizing that people don't experience challenges in isolation, and support shouldn't be delivered that way either.

What makes Making Opportunity Count unique is its whole-person, whole-family approach. Whether someone is seeking help with housing, food, health care, or family support, MOC is designed to meet people where they are and connect the dots across services. This allows individuals and families to access support in a way that is practical, coordinated, and focused on long-term stability—not just short-term fixes.

Key Programs and Services Include:

Health Services:

Making Opportunity Count provides accessible, community-based health services, including:

- Reproductive health care
- Outpatient behavioral health services
- HIV/AIDS support through the CARE program
- Programs supporting pregnant and parenting individuals

These services are designed to be approachable and connected to the broader supports individuals and families may need.

Economic Supports

Making Opportunity Count helps individuals and families maintain stability through programs such as:

- Fuel Assistance
- Weatherization
- Other energy and house related supports.

These services help households manage costs, maintain safe living conditions, and navigating financial challenges.

Housing and Residential Services

Supports individuals and families experiencing housing instability through:

- Emergency shelter
- Supportive housing
- Housing stabilization services

With a focus on helping people secure and maintain safe, long-term housing.



Workforce Development

Making Opportunity Count connects individuals to employment and training opportunities that support long-term economic stability, through:

- Youth employment programs
- Job readiness support
- Career pathway development

Participants gain the skills and experience needed to enter and grow in workforce.

Nutrition Programs

Through WIC and Elder Nutrition Services, Making Opportunity Count ensures access to healthy food for families, older adults, and individuals with limited access to nutrition resources.

Early Education and Youth Programs

Providing early education, afterschool, and youth development programs that support children and families, helping build stronger foundations and creating opportunities for future success.

Family and Community Services

Programs such as the Fitchburg Family Resource Center, parent education, and community-based resources help strengthen families, promote stability, and connect individuals to the support they need.



When did Making Opportunity Count Join the Providers' Council and Why?

Making Opportunity Count became a Provider Member in 2023. Their membership reflects a shared commitment to strengthening the human services sector and advancing opportunities for individuals and families across Massachusetts.

With a mission focused on removing barriers and promoting long-term stability, their work closely aligns with the Council's efforts to support, connect, and advocate for human services organizations. Making Opportunity Count joined the Providers' Council to stay connected with the broader human services community, strengthen advocacy efforts, and engage in opportunities for collaboration and shared learning. Through membership, they remain engaged with sector-wide initiatives, access professional development opportunities, and stay connected to a network of peers working toward similar goals.



A voice from Making Opportunity Count

As a community action agency, our role is to make sure systems work for those who rely on them. People don't experience challenges one at a time, and support shouldn't work that way either. We meet people where they are, bring the right supports together, and focus on creating real opportunities to move forward.

– Kevin Reed, Executive Director



Looking Ahead: Making Opportunity Count's Continued Commitment to Support and Innovation

Looking ahead, Making Opportunity Count is continuing to grow its health services in thoughtful, targeted ways that respond to gaps in care across North Central MA. Building on its existing services—including reproductive health, behavioral health, and perinatal programming—MOC is working to expand access for individuals and families who may not otherwise connect to care. This work is focused on making services easier to access and better connected, so care feels practical and coordinated rather than fragmented. By linking health services with housing, nutrition, and economic supports, Making Opportunity Count is able to meet people in a way that reflects what they are actually navigating day to day.

At the same time, Making Opportunity Count continues to advance affordable housing and other core initiatives that directly impact health and well-being, reinforcing its role as a community action agency addressing both immediate needs and the broader factors that shape long-term stability.

Interested in learning more or getting involved? Explore the links below to learn more about Making Opportunity Count, their programs and services, and upcoming opportunities to support their work and connect with the Providers' Council.

[Providers' Council](#)

[Making Opportunity Count](#)