













# 2012 Annual Report PR<sup>®</sup>VIDERS' COUNCIL

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# About the Providers' Council

## The Providers' Council is widely recognized as the official voice of the Massachusetts community-based human services sector.

The Providers' Council is a statewide association composed primarily of nonprofit, community-based, caregiving organizations that provide human services, health, education and employment supports. The Council supports its membership through high-quality public policy research, advocacy opportunities, communication and information, education and training, publications, networking opportunities, and business partnerships.

Formed in 1975 to support the care-giving sector and influence and direct public policy change, the Council is the state's largest human services membership association. The organization, which receives its primary support 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 diverse board of directors, representative of member organizations, governs the Council and is committed to its values. In addition, the Council highlights the economic benefit that the human services sector provides to the local and state economies. The sector, which employs more than 185,000 individuals throughout the state, helps to care for vulnerable populations.

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 and maintenance of a diverse membership, representative of human service providers in Massachusetts.



The Providers' Council and its members are creating a stronger human services sector for all who live in the state. But it was not until 2012 that we truly became a Force.

## From the Chair and President



Sheri McCann Board Chair



Michael Weekes President/CEO



**Dear Members and Friends:** 

The Providers' Council and its members are creating a stronger human services sector for all who live in the state. But it was not until 2012 that we truly became a *Force*.

In its first full year of operation, *The Caring Force* met — and exceeded — our expectations. We knew creating a grassroots advocacy movement for the human services sector would be an incredible feat, but even we did not expect how fast the movement would grow into a real force. By the end of 2012, *The Caring Force* had grown to more than 10,000 members across the Commonwealth.

And in its first year, it enacted real change on Beacon Hill. Direct care workers received a modest salary adjustment after a *Caring Force* rally drew more than 1,000 supporters and shut down the State House. The Legislature heard the collective voice of our workers — not only did our Senators and Representatives affirmatively vote for the Salary Reserve, but they ensured its successful implementation despite a tightening economy.

Though *The Caring Force* was a massive undertaking, the Providers' Council also had many other accomplishments in 2012. The Council supported efforts to create a retirement program for workers at nonprofit organizations. We helped members learn more about accountable and integrated care organizations through landmark reports, multiple forums and informative fact sheets. More than 30 Council trainings helped over 350 workers further their knowledge of human services.

The 37th Annual Council Convention & Expo, *Caring It Forward*, was another success, attracting more than 1,000 attendees and a record number of exhibitors.

While 2012 was a landmark year for the Council in many ways, we are already working to make 2013 even better. We thank you for your continued support and your membership; we are excited about continuing our work together this year.

Sincerely,

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Sheri McCann Board Chair

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Michael Weekes President/CEO

April 2013



The Providers' Council advocated for An Act Providing Retirement Options for Nonprofit Organizations (HB 3754) and joined Governor Patrick and State Treasurer Steven Grossman for the bill signing in March.

# **Public Policy**

## The Council secured a \$20 million Salary Reserve from the legislature and ensured its successful implementation.

The Providers' Council built off its successes from the prior year, securing a \$20 million Salary Reserve for low-paid direct care workers, holding a major State House rally to promote increased funding for services and salaries and strengthening the sector's understanding of integrated and managed care organizations through landmark reports and interactive forums.

In 2011, the Council succeeded in getting a \$10 million, one-time Salary Reserve included in a supplemental budget. Buoyed by those efforts, the Council sought a \$20 million Salary Reserve in 2012. After countless emails, phone calls and messages sent to lawmakers, the Senate added the fund to the budget, and the Conference Committee budget included the \$20 million Salary Reserve.

When the Salary Reserve was in doubt in July, the House and Senate unanimously fought for the modest increase for low-paid workers, securing the funds in the final state budget. *The Caring Force* also helped in December by holding daily visibilities at the State House until it was announced that workers would receive the Salary Reserve without cuts or reductions.

The Salary Reserve wasn't the only victory for the Providers' Council in 2012. The organization grew *The Caring Force* — its grassroots advocacy movement — to more than 10,000 members by the end of the year. More than 1,000 people attended a State House rally for *The Caring Force* and the Council, filling the space to capacity and shutting down the building.

The movement, which began with just a handful of members in 2011, grew to a massive *Force* in 2012, effecting change and securing more funding for human services.

The Council also helped educate members about integrated and managed care organizations. The organization commissioned a landmark report on *Trends in the Human Services Landscape* through a partnership with Public Consulting Group (PCG) and held forums on the report. Later, the Council contracted with PCG to provide more forums and materials that helped members prepare for the future and learn more about integrated care organizations.

Other successes on Beacon Hill included the passage of House Bill 3754, An Act Providing Retirement Options for Nonprofit Organizations. The Providers' Council advocated for this bill and joined Gov. Patrick and State Treasurer Steven Grossman for the bill signing in March. It will allow employees at small nonprofits to join a retirement plan managed by the state treasurer and receiver general, giving human services workers across the Commonwealth options for retirement plans.

The Council also spearheaded nonprofit voter advocacy efforts in Massachusetts in 2012. The national *Track the Vote* campaign, run by Nonprofit VOTE with assistance from the Council, encouraged voting in the nonprofit sector. Nearly 1,300 employees of Council members pledged to vote in the November election, thanks to the campaign.



Senate President Therese Murray and our legislative champions joined The Caring Force campaign and received leadership awards during a State House rally held in April.

# **Communications & Media**

## The Council received numerous media mentions in 2012 in newspapers, on television and radio, and on social media.

Public events in 2012 helped the Providers' Council make its voice heard. The Council and its members received detailed news coverage in many outlets last year, including print, broadcast and social media.

The Council received nearly 30 mentions across all media outlets in 2012, including many about the organization's fight to secure a Salary Reserve for low-paid direct care workers and its rally on Beacon Hill. In just one 24-hour period, the Council received media coverage from the *Boston Globe*, the *State House News Service, WWLP-22 TV* in Springfield and *WBZ 1030 AM*, all of which focused on critical funding for direct care workers in Massachusetts. The media coverage helped increase the public's awareness of the importance of the Salary Reserve.



House Speaker Robert DeLeo (center) and new champions for the Caring Force at an event held at Winthrop Middle School.

Other Council media coverage included *The Associated Press*, the *Boston Business Journal*, the *MetroWest Daily News*, the *Worcester Telegram & Gazette*, the *Springfield Republican*, *WGGB-TV* in Springfield, the *Berkshire Eagle* and the *Cape Cod Times*. The Council also received coverage in the *Winthrop Transcript*  when *The Caring Force* presented House Speaker Robert DeLeo with an award in his home district.

The organization's use of social media increased, allowing it to reach a larger audience with messages. The Council sent nearly a tweet per day in 2012 to 1,850 followers — 12 percent more followers than the prior year. The Council's YouTube page also saw increased traffic, with nearly 200 videos now posted there. The videos have received nearly 9,400 views, gaining about 2,300 views in just 2012 alone.

The Council also told the story of its members through features in *The Provider*, the organization's premier monthly newspaper with a combined print and e-circulation of more than 5,000. More than 50 members were featured in different sections of the newspaper, including the *Provider Profile*, *Saluting The Caring Force* and *Viewpoints from Across the State*. The newspaper provided members with the most important news from the human services sector and the State House in *A View from the Hill*.

In addition to *The Provider*, the Council's other communications tools – the e-Digest and Academy of Learning & Exchange (ALEX) e-newsletters – continue to be popular weekly features. Both newsletters increased their readership in 2012, reaching a greater number of Council supporters.

The organization's websites continued to be a great resource for members. The Council and Caring Force websites received a combined 50,000 hits and 218,000 page views in 2012.



Nearly 375 future leaders have graduated from the Certificate in Nonprofit Human Service Management program since its inception in 2002. Above are a few of the leaders who graduated in 2012 and faculty members.

# **Education & Training**

## The Council held 60 trainings and professional development workshops with more than 1,000 participants.

The Providers' Council's Academy for Learning and Exchange (ALEX)



provided diverse educational and professional development opportunities, and more than 16,000 individuals benefitted from ALEX programming.

The graduate-level Certificate in Nonprofit Human Service Management program offered in partnership with Clark and Suffolk universities continued its success in 2012. The program at Suffolk University sold out in 2012 with 35 students. Since the programs began in 2002, nearly 375 future leaders of the sector have graduated and many have leveraged their earned credits from the program to continue on to complete master's degrees.

A graduate of the Clark Certificate program, Erin Dore, received the Cassie B. Way Memorial Scholarship in 2012 to continue her education in the Master of Public Administration program at Clark University. In addition, the Council, in conjunction with the Simmons College School of Social Work, awarded a full scholarship to the school to Leon David of Wayside Youth and Family Support Network.

Through the Council's Tuition Remission program, more than 180 human service employees were able to take nearly 700 undergraduate classes at public colleges and universities in Massachusetts last year with no tuition costs. Tuition remission benefited nearly 100 agencies, offering their staff members opportunities to complete a degree or increase their education with little cost to the individual or the agency. The successful program is now in its 13th year.

The Council held 60 trainings and professional development workshops with more than 1,000 participants. The popular six-part *Certificate in Supervision Series* sold out twice and offered NASW CEUs, as well as a *Certificate of Completion*. The *Culturally Competent Manager* and *Managing Challenging Employees* trainings were each held twice due to high demand. The Council also offered educational forums on integrated care organizations to support providers in preparing for the changing human services sector.

Providers' eAcademy<sup>®</sup>, the Council's online learning management system,



offered 15,500 users — a record number — access to over 680 online courses designed specifically for health and human service providers. In addition, Providers' eAcademy® helped its 37 member agencies maintain compliance with training requirements and gain a competitive edge with advanced training tracking, reporting and enrollment functionality. Since its inception in 2005, Providers' eAcademy® — the Council's social enterprise — has helped the human service workforce earn more than 6,000 credentials.

## Annual Convention & Expo

## More than 1,000 human service workers, friends and supporters attended the Council's Convention & Expo.

*Caring It Forward,* the Providers' Council's 37th Annual Convention & Expo, drew more than 1,000 human service workers, friends and supporters to the Marriott Copley Place Hotel on Nov. 28 to celebrate the sector, gain knowledge from an inspirational keynote, attend a wide selection of workshops and network with peers and nearly 80 exhibitors. The theme, *Caring It Forward,* captured the passion of those who work in the sector and their dedication toward building stronger communities throughout Massachusetts.

Drew Dudley, founder of Nuance Leadership, Inc., delivered the keynote address about what makes a person a true leader, reminding the audience that everyone can be a



leader. With vivid, personal examples, he illustrated this capacity inside all individuals through "lollipop moments," or small gestures that you barely remember but ones which have had a lasting, positive influence on someone else's life.

*Caring It Forward* also featured The Caring Force's first video contest, "Broadcast Your Love of Human Services." After voting at lunch, NuPath, Inc. was announced as the winner at the Chair's Reception for its fun and innovative video about The Caring Force and its mission.

Attendees chose from more than 30 diverse workshops designed to address issues, trends and topics relevant to all members of the human service sector. The most popular workshop topics in 2012 included healthcare payment reform, multitasking, building a social enterprise and handling conflict.



Peer Provider Awards Host Jonathan Elias, a news anchor for WBZ-TV, presented awards to four organizations. The Council also gave out 14 Awards of Excellence to individuals throughout the sector (see awardee list on facing page).

For the ninth year in a row, The Joan Newton Memorial Scholarship provided the opportunity to attend the convention to those who might not have been able to otherwise participate. A special thanks goes to the sponsors and a record number of exhibitors who help make the convention a success year after year.

## Honorees & Sponsors

## **2012 Convention Honorees:**

**2012** Awards of Excellence recipients include: *Gerry Wright Direct Service Employee of the Year* 

- Elizabeth Sommers, Pathways to Wellness
- Barbara Sumler, The Home for Little Wanderers

#### Richard J. Bond Executive Director of the Year

• Michael Moloney, HMEA

#### Richard J. Bond Supervisors of the Year

- J-D Garcia, Morgan Memorial Goodwill Industries
- Karen Scott Statser, Bristol Elder Services

#### Volunteer of the Year

- Roger Miller, ServiceNet, Inc.
- Ruth M. Batson Advocate of the Year
- Janine Carreiro-Young, Brockton Interfaith Cmty. Innovator of the Year
  - Community Work Services

#### State Employee of the Year

• Treasurer & Receiver General Steven Grossman

#### Legislators of the Year

- Senator Jennifer Flanagan
- Representative David Linsky

#### Municipal Official of the Year

• Ellen Semonoff, City of Cambridge

#### **Business Partnership Award**

• Bernie & Phyl Rubin, Bernie & Phyl's Furniture Media Award

• Jon Keller, WBZ-TV, Channel 4

#### Our 2012 Peer Provider Awards recipients include:

- The Care Center
- More Than Words
- Road to Responsibility
- Victory Human Services

The 2012 Chair's Award for Leadership was given to Dan Nakamoto from NFI Massachusetts for his exemplary leadership and efforts throughout 2012.



### 2012 Convention Sponsors:

- Advocates, Inc.
- The Association For Community Living
- Bay Cove Human Services
- Blue Cross Blue Shield of Massachusetts
- Bridgewell
- Bristol Elder Services
- Casner & Edwards
- Centro Las Americas
- Children's Study Home
- Citizens Bank
- Communities for People
  Community Resources
- for Justice
- Delta Dental of Mass.
- Delta Projects
- Family Service of Greater Boston
- Gardiner Howland Shaw Foundation
- HMEA
- Justice Resource
   Institute
- The Key Program



- Kirkland, Albrecht & Fredrickson, LLC
- Krokidas & Bluestein
- Marriott Copley Place
- Mass. Behavioral Health Partnership
- The Mentor Network
- Dr. David & Ruth Newton
- Northeast Arc
- NFI Massachusetts
- Old Colony Elder Services
- Oppenheimer & Co.
- Pathways to Wellness
- People's United Bank
- Pine Street Inn
- Public Consulting Group
- Road to Responsibility
- ServiceNet, Inc.
- Seven Hills Foundation
- United Way of Pioneer Valley
- USI Insurance Services
- Vinfen
- Michael Weekes



The Innovator Directory on the Council's website contains profiles that showcase members' innovative programs, which help to create jobs in the sector and diversify agencies' revenue streams.

## **Social Enterprise**

## **Member Benefits**

## The Council held its first forum to Advance Human Services Social Enterprises in the state.

The Providers' Council continued its efforts to support innovation and social enterprise in Massachusetts' human services by holding its second annual *What A Great Idea!* Contest. This contest aims to help member agencies bring their innovative ideas for new social enterprises to fruition by connecting winners with graduate student consulting services. Two winners were selected: Amego, Inc. in Attleboro and The Association For Community Living in Springfield.

The Council also held a *Forum to Advance Human Services Social Enterprises* in cooperation with the Executive Office of Health and Human Services. Nearly 60 individuals attended the forum, which included presentations from provider agencies with social enterprises and from the Office of Small Business and Entrepreneurship, Supplier Diversity Office and Operational Services Division.

The Innovator Directory on the Council's website contains profiles that showcase members' innovative programs, which help to create jobs in the sector and diversify agencies' revenue streams. The Council continues to be involved with the Mass. Chapter of the *Social Enterprise Alliance*.



Where mission meets the marketplace.

## A new partner joined our impressive array of Endorsed Business Partners.

In keeping with the Council's commitment to secure for its members the highest quality goods and services at

competitive prices, the Providers' Council launched a new Endorsed Business Partnership with Image Technology



Specialists, a Xerox company. ImageTech will help Council members save valuable resources by proactively managing their copier, printer and document needs.

The Council also continued to offer great value through its six other Endorsed Business Partners:



Council members are currently enjoying a two-year rate hold in its Delta Dental insurance program. The Council keeps its members informed on potential savings, new programs and special promotions through monthly Member Benefits News Alerts, in-person visits and phone calls. The Council will continue to explore relationships to help its diverse membership.

# THE CARING ORCE

The Caring Force held a record-breaking rally at the State House that shut down the building due to the size of the crowd. Workers from across the state shared their stories with legislators and others from the sector.



## **The Caring Force**

## The Workforce

## As a result of its advocacy, The Caring Force grew to nearly 10,000 members in its first year.

The Caring Force had a banner year during its first full year in existence and made a huge impact for the human services community along the way. It empowered its members to be in frequent contact with their legislators. During the budget debate, members of The Caring Force sent nearly 5,000 emails to state officials.

In April 2012, The Caring Force held a State House rally that shut the building down due to the size of the crowd. Workers, a family member, a client and a self-advocate shared their compelling stories. Senate President Therese Murray, Sen. Karen Spilka, and Reps. David Linsky and Ruth Balser spoke to attendees and received awards.

The Caring Force also held a lobby day at the State House to generate support for the Salary Reserve, which, combined with previous efforts, helped to ensure the Reserve was included in the budget. Both chambers included the Salary Reserve in their final budget and fought vigorously to secure its implementation.

The Caring Force launched its first video contest — *Broadcast Your Love of Human Services* — in the fall, yielding 10 submissions and nearly 350 votes. Three finalists were selected and shown at the convention.

At the close of 2012, the release of the Salary Reserve was delayed, and the Caring Force held daily visibilities in the Governor's office, generating media mentions and securing the release of the reserve.

As a result of this year-round advocacy, online engagement, presentations to provider staff meetings and other outreach, The Caring Force grew to nearly 10,000 members in its first year.

## Member agency employees were able to work with mentors from agencies other than their own.

The Providers' Council worked to support and promote a strong human services workforce in 2012 by launching a new interagency mentoring program. *The Leadership Initiative: Giving Back to Move Forward* aims to grow the

future leaders of the human services sector and to help address the large leadership vacuum that will form as many baby boomers retire in the coming years. During this yearlong pilot program, five member-agency employees



worked with mentors from agencies other than their own to advance their professional development goals. Mentees and mentors were matched based on skill sets and interests. The Council hopes to launch a second iteration of the program in 2013.

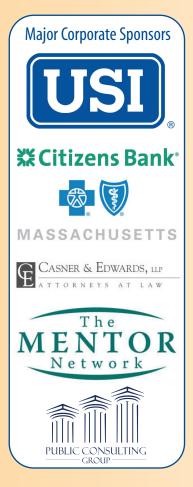
The Council worked to develop pipelines for youth into careers in the human services sector through ongoing partnerships with vocational schools. Collaborations with Diman Regional and Bristol-Plymouth Regional Technical high schools provided students the opportunity to earn human services credentials in Developmental Disabilities, Child Welfare, Mental Health, Public Health and Leadership & Frontline Supervision through the Human Services Credentialing program of Providers' eAcademy<sup>®</sup>, the Providers' Council's online learning management system. Earning these credentials provided students with exposure to possible human services careers, as well as industry-specific job skills.



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.



<b>Consolidated Summary of Revenue and Expenses</b> Year Ending December 31, 2012	
REVENUE	
Operating Revenue	\$1,320,754
Grant & Education Revenue	\$453,768
TOTAL REVENUE	\$1,774,522
TOTAL EXPENSES	\$1,611,460
Change in unrestricted net assets from operations	\$163,062
Total unrestricted non-operating gain	\$71,257
Change in temporarily restricted net assets	\$36,810
Total Change in Net Assets	\$271,129

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 Service Providers Charitable Foundation, Inc. as of and for the year ending December 31, 2012, as audited by Kirkland Albrecht & Fredrickson, LLC. Original financial statements are on file in the business office.

#### **Board of Directors**

- Bruce Bird Vinfen Corporation
- Julia Burgess Martha's Vineyard **Community Services**
- James Cassetta WORK. Inc.
- Lyndia Downie Pine Street Inn
- John Drew Action for Boston **Community Development**
- Tom Fisher **Community Care** Services
- John Gardiner Worcester Comprehensive Education and Care
- Juan Gomez Centro Las Americas
- James Goodwin Center for Human Development
- Joanne Hilfertu Morgan Memorial Goodwill Industries
- Diane Iagulli Delta Projects. Inc.
- David Jordan Seven Hills Foundation
- Donald Kozera Human Resources Unlimited

- Dafna Krouk-Gordon TILL Inc.
- John Larivee Community Resources for Justice
- Leslie Tarr Laurie **Tapestry Health**
- Joseph Leavey **Communities for People**
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- Jackie K. Moore North Suffolk Mental Health Association
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- Dan Nakamoto NFI Massachusetts
- Pamela Ogletree Children's Services of Roxburu. Inc.
- Barbara Pilarcik The Association for **Community Living**
- Andy Pond Justice Resource Institute

#### Providers' Council and Human Services Providers Charitable Foundation, Inc.

88 Broad Street, Fifth Floor Boston, Massachusetts 02110 p: 617.428.3637 | f: 617.428.1533 www.providers.org

- 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 The May Institute
- Paul Spooner Metrowest Center for Independent Living
- Bill Sprague Bau Cove Human Services
- Robert Stearns Bridgewell
- Susan Stubbs ServiceNet. Inc.
- William Taylor Advocates, Inc.
- Joan Wallace-Benjamin The Home for I ittle Wanderers
- James Ward Early Childhood Centers of Greater Springfield
- Carlton Watson Willis Center
- Gerry Wright **Community Care Center**

#### Providers' Council Staff

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- Kevin Gilnack Public Policu & Communications Associate
- Meg Helming Membership Development Associate
- Tracy Jordan Fiscal Manager
- Rachel Lurie Manager of Education and Partnerships
- Michelle McKenzie Editor, The Provider
- Lore Stevens Education & Research Membership Associate
- Michael Weekes President/CEO
- Bill Yelenak Director of Public Policy & Communications

#### Consultants

- Robert E. Cowden, III Legal Counsel
- Pat Dal Ponte Graphic Designer
- Jill Moran Convention Manager
- Michael Ripple Cartoonist
- Lisa Simonetti Legislative Consultant
- Thanks to the following member organizations for submitting photos to be used in this report:
- The Association For Community Living
- HMEA
- Pine Street Inn
- WORK. Inc.

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- - The Home for Little Wanderers