

**Berkshire Healthcare  
The Central Block  
75 North Street, Suite 210  
P.O. Box 2489  
Pittsfield, MA 01202  
413-441-2100**

## **NEWS RELEASE**

FOR IMMEDIATE RELEASE  
June 14, 2011

FOR MORE INFORMATION, CONTACT:  
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### **Berkshire Healthcare lends a helping hand to S.B.E.T.C.**

Great Barrington-A frightening budget gap of nearly \$70, 000.00, would immobilize most people. Not Dawn Valinaggi, Executive Director at Southern Berkshire Elderly Transportation Corporation (S.B.E.T.C.). Dawn responded by rallying her contacts for help including Bill Jones, COO at Berkshire Healthcare in Pittsfield, MA.

Dawn remembered how Bill helped S.B.E.T.C. out some 10 years earlier when faced with a similar challenge; it seemed natural to call upon him again. When they met in April, a fund raising outreach plan was carefully crafted and immediately implemented. The campaign fell short of funding by \$15,000.00. That's when Bill came forward with a donation from Berkshire Healthcare; filling the gap and helping S.B.E.T.C. achieve their fundraising goal.

S.B.E.T.C., a nonprofit consortium established in 1984, is the second largest transportation service for the elderly and disabled in South County serving nine towns. The service which runs weekdays Monday-Friday averages 20 trips per day serving nearly 40 people per day. "The loss of even a portion

of this service is unthinkable,” says Dawn, “the people we serve, predominantly those in their golden years, once contributed to our communities, we are their lifeline.”

Bill Jones agrees and reflects on Berkshire Healthcare’s’ mission to fulfill the healthcare and residential needs of the populations in the communities we serve. “We are helping to fill the void in funding so S.B.E.T.C. can continue to provide such an essential service. We are just one of many who stepped up and came forward to donate funds to make this possible.”

The donation left Dawn comforted knowing that, “at least for now, we can continue to meet the transportation needs of the community’s elders and disabled. We are very grateful to all who supported our fund raising efforts and especially to Bill Jones for all his strategic and financial support, which made achieving our goal possible.”

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# Photo Opportunity Sheet

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## **S.B.E.T.C. receives \$15,000 donation check from Berkshire Healthcare**

Joined by Bill Jones, COO of Berkshire Healthcare and David Phelps, CEO of Berkshire Health Systems, Southern Berkshire Elderly Transportation Corporation's Executive Director Dawn Valinaggi and Board Member Frances XXXX receive a donation check for \$15,000.00. This donation helped SBETC achieve their fundraising campaign goal of \$70,000.00, the amount needed to fill the operating gap resulting from decreased town and state grants and local funding.

- What:** Dawn Valinaggi and Frances XXX e will receive a large sized check commemorating the donation from Berkshire Health care. The check will be presented by Bill Jones and David Phelps.
- Who:** Dawn Valinaggi serves at SBETC's Executive Director and has worked with the transportation consortium since 19XX. Frances XX serves as SBETC's Board Chair, and has been a board member since 19XX.
- When:** Valinaggi and XXX will receive the check on June 17, 2011, at 10:00 a.m.
- Where:** Fairview Commons Nursing and Rehabilitation Center, 151 Christian Hill Road, Great Barrington, MA
- Why:** "Presenting Dawn and Frances with the final donation check that secured the funding to keep SBETC operating at full capacity is truly a pleasure. We can appreciate how the dramatic economy makes it difficult to survive. Serving the elderly and disabled is in our mission, it's what we are proud to do."

-William Jones, COO  
Berkshire Healthcare

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