



UNITED WAY OF GREATER ROCHESTER SYNERGY FUND POLICY

For more information on United Way's Synergy Fund or to speak with other non-profits that have benefited from the Fund, please contact: Cicely Strickland-Ruiz, Chief Operating Officer at 585-242-6472 or Cicely.Strickland-Ruiz@uwrochester.org

Purpose. The Synergy Fund encourages Monroe County not-for-profit agencies to explore affiliation as a means of increasing operational efficiencies and improving program services by providing resources to support the affiliation process. Resources include both technical assistance provided by United Way's Synergy partner, the New York Council of Nonprofits (NYCON), and cash implementation grants to help with the one-time costs of effecting an affiliation.

Overview. The challenges facing non-profits today are of greater magnitude than ever before. To thrive in this environment, not-for-profit organizations must work together through collaboration and/or affiliation to best serve their direct clients and the entire community. United Way offers help to organizations interested in pursuing this path in partnership. Help is provided in two ways: (1) technical assistance and (2) implementation grants.

Technical Assistance. Through the Synergy Fund United Way brings expert technical assistance -- provided by the New York Council of Nonprofits (NYCON) -- to Monroe County not-for-profits interested in exploring affiliation. NYCON has experience with the legal, financial, personnel and procedural issues related to affiliations, along with a proven track record in helping agencies, both locally and across the state, address these challenges. The Synergy Fund covers the cost of technical assistance provided by NYCON and there is no charge to the participating organizations.

Implementation Grants. Through the Synergy Fund United Way provides one-time grants to newly-affiliated organizations in Monroe County. The grants help with costs associated with implementing the changes brought about by the affiliation. Organizations that have completed the United Way Synergy Fund technical assistance process are eligible for implementation grants of up to \$20,000. Organizations that have affiliated outside our technical assistance process are eligible for implementation grants of up to \$10,000.

Grant Requests. Interested organizations should inquire about both the technical assistance and implementation grants available from the Synergy Fund by calling Cicely Strickland-Ruiz at 585-242-6472.