

WESTERN NEW YORK FOUNDATION GUIDELINES

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The Western New York Foundation makes investments that build on nonprofits' proven strengths in order to improve their effectiveness and their ability to fulfill their missions. Such investments would include:

- 1) Collaboration and strategic relationships among non-profits in the same service area, in order to increase efficiency, reduce duplication of efforts, and increase the quality and impact of services provided;
- 2) Capacity building grants focused on internal functions such as technology, facility renovations, fundraising, marketing, communications, equipment, volunteer management, and financial management.

Examples:

- **Collaboration and Strategic Restructuring Grants-** Two or more non profits willing to work together to further their mission, be more effective and impactful, and attain sustainability.
 - Fully Integrated Mergers- two or more organizations combine their operations and missions into a single organization
 - Partially Integrated Mergers-a combination of two or more organizations that does not result in total loss of brand for the collaborators
 - Joint Administrative Office and Back Office Operations-organizations move into a model of shared administrative space and personnel, including financial and human resource management, and Informational Technology.

Preference will be given to requests for mergers that have been approved by their respective boards, and that are at the implementation, rather than exploratory, stage. Grants for funding might include the costs to rebrand, move into shared space, new software needs, website development, servers, signage, filing fees, equipment such as phone systems or copiers, etc

- **Technology Grants**
 - Computer equipment and upgrades
 - Software and software upgrades
 - Networking
 - Data security
 - Phone systems
 - Staff and board training to implement and operate new technologies
- **Facility Renovations-** to increase accessibility, availability and quality programming, and to provide a safe and stable work environment
 - Alter and renovate the core facility
 - Examples-Roof repairs; repair or enhance entrances and exits; addressing building code violation issues
 - Improve the general equipment in the core facility
 - Examples-HVAC systems; Boilers; Security
 - Expansion to accommodate successful programming or revenue opportunities

- **Resource Development**- to enable an organization to operate with a solid base of support and revenue.
 - Earned-income development
 - Membership and donor development
 - Revenue diversification
 - Staff and Board training to implement fundraising strategies
 - Volunteer development
- **Marketing and Communications**
 - Website Development
 - Internal communications
 - E-mail systems and external communications i.e. e-news.
 - Social Media Products
 - Staff and board training to implement marketing and fundraising strategies
- **New Equipment**
 - Infrastructure and tools necessary to provide good programming and services
 - Books, games, toys that are integral to educational programming
 - Production equipment
- **Financial Management**-to enable an organization to produce financial reports that help guide decisions and provide analysis.
 - Bookkeeping and Financial Software
 - Changes to Internal Controls
 - Staff and Board training to implement software usage and understanding organizational data pertaining to financials