



WELCOME TO THE NETWORK

We're Glad You're Here

STRATEGIC ALLY

Expectations and Benefits

Updated: Spring 2021



At UJA-Federation of New York, we identify and meet the needs of New Yorkers and Jews everywhere and strengthen the Jewish future. All through the power of collective action. At the heart of our collective power is a most precious asset: an interconnected ecosystem of nonprofit partners. Together, we're an incredible force for good in New York, in Israel, and around the world.

The UJA network is made up of three categories of organizations, each of which plays a strategically important and differentiated role. This model strengthens partnerships and expands our network of relationships, opening the door for greater innovation and collaboration in new and profound ways.

As a strategic ally, you specialize in a unique area of need, expand UJA's reach, and serve as a force-multiplier to tackle pressing communal challenges. Our dynamic and fluid relationships make it easier to develop nimble approaches to realize our mission in the community.

This booklet details the expectations and benefits of a strategic ally.



STRATEGIC ALLIES: EXPECTATIONS

REPORTING REQUIREMENTS

Financial Reporting: Strategic Allies are expected to submit various financial reporting documents to the Network Department on an as-needed basis. The team will request these documents by email.

FUNDRAISING FOR UJA-FEDERATION

Trustee Campaign, Executive Directors, and Senior Staff Campaign: We set the expectation for Strategic Allies to meaningfully participate in UJA's annual campaign based on each organization's history and relationship with UJA.

CITIZENSHIP

Collaboration and Participation: Strategic Allies are encouraged to participate in relevant UJA assemblies and collaborative opportunities.



STRATEGIC ALLIES: BENEFITS

FINANCIAL AND CAPACITY BUILDING

Capacity-Building Grants: Strategic Allies are invited to participate in select grant-funded, capacity-building programs that benefit to groups of organizations. These initiatives are intended to improve effectiveness at the organizational level.

Capital Gifts and Special Initiatives: UJA may be able to assist Strategic Allies in raising funds for capital projects and programmatic endowments.

Financial and Governance Consultation: Strategic Allies may receive assistance from UJA professionals in the areas of fiscal and governance activities.

Investments: Strategic Allies may invest endowments and other long-term funds in UJA's pooled investment account, overseen by UJA's Investment Committee and professional investment office.

Loans: Strategic Allies are eligible to borrow limited amounts for specified purposes.

Planned Giving and Endowments: UJA's Planned Giving & Endowments Department can assist agencies that are working to establish or expand on their own planned-giving programs. Available services include training to help develop and administer a planned-giving program, training about specific planned-giving vehicles, and assistance with the development of informational and marketing materials. UJA also administers a charitable gift annuity program for the benefit of our partners.

Designated Grants: Strategic Allies are eligible to apply for designated grants, which are made available through requests for proposals or by invitation to organizations for specific programs or initiatives.

PROFESSIONAL DEVELOPMENT

Industry Affinity Groups: Strategic Allies can participate in UJA's industry affinity groups, which bring together agency-based stakeholders to address common needs and interests in operational areas such as human resources, fund development, and marketing.

Professional and Leadership Education: Employees of Strategic Allies can access professional and leadership development programs, ranging from one-day skill-development workshops to long-term institutes, as well as internships, fellowships, and scholarships for graduate education, coordinated through UJA's LAB. They can also access learning opportunities for volunteer leadership (see Lay Leadership Development).

Professional Assemblies and Conferences: UJA coordinates conferences, briefings, programs, and lectures that Strategic Allies can participate in.

MARKETING AND COMMUNICATIONS

Co-Branding: Co-branding with UJA is both a responsibility and a benefit, where Strategic Allies can align with a larger network and leverage this relationship for maximum impact

These guidelines offer a two-way approach to co-branding that reflects a mutuality we consider vital to lifting up the work of our entire network. See the Co-Branding Guidelines at ujafedny.org/network411 for complete details and expectations of Strategic Allies.

Marketing Content and Social Media: The work and impact of Strategic Allies can be featured across a number of UJA's marketing channels, including print and digital advertising social media, as well as in a variety of other marketing collateral.

GOVERNMENT AND EXTERNAL RELATIONS

Coalition Building: Working in collaboration with New York City human-service providers, relevant Strategic Allies, advocates, and other leaders, UJA's external relations and public policy department reaches out to peer stakeholders to coordinate cooperative human service efforts.

Education of Public Officials: On behalf of the UJA network, our government relations department works to inform elected and appointed officials about the impact and value of organizational programs that receive or deserve government funding, gaps in service, and methods by which needs could be met most effectively.

External and Intergroup Relations: Our government relations department works to build and strengthen relationships with leaders, organizations, and coalitions beyond the Jewish community that also operate within UJA's eight geographic counties.

Government Grants Access and Navigation: UJA's government relations department is available to provide information and facilitate interaction with federal, state, and local government regarding funding.

Individual and Group Advocacy With Elected Officials and Government Officials: Strategic Allies work with UJA's government relations department to advocate for support from government programs and to advocate for policies that align with our mission.

LAY LEADERSHIP DEVELOPMENT

Board Development: Strategic Allies' boards, trustees, and leadership are eligible for a complimentary membership to BoardSource. In addition, select organizations may receive assistance in recruitment, governance coaching, and consulting.

Lay Leadership Education and Trainings: Strategic Allies can access select UJA workshops designed for lay leaders that are offered every year. Many lay partners also have the chance to learn alongside professional colleagues.

Observership Program: Strategic Allies may be able to participate in UJA's Observership Program. This program provides your organization with exposure to young leaders and donors through a one-year opportunity to experience the inner workings of board governance and strategic planning. This experience often serves as an entry point for full board membership.

VOLUNTEER OPPORTUNITIES

Corporate Volunteerism: Strategic Allies can work with UJA staff to design, customize, and manage corporate volunteer projects that meet the needs of their clients and organization.

Center for Youth Philanthropy and Leadership: Strategic Allies may benefit from projects funded through our Philanthropic Advisory Council for Teens, or from projects planned through the Give a Mitzvah – Do a Mitzvah program as part of bar and bat mitzvah students' milestone celebrations.


Time for Good: This initiative helps organizations leverage volunteers to expand core services, meet critical needs and increase their overall impact. Agencies that are Time For Good partners receive training, coaching and support to help them implement professional volunteer programs.

OTHER RESOURCES

UJA Room Rental: Strategic Allies can use UJA conference room space at a 50% discount. Catering, labor, equipment rental, and AV services are available at the prevailing rate. Reach out to your staff liaison for more information.



TOGETHER, WE'RE
AN INCREDIBLE FORCE
FOR GOOD IN NEW YORK,
IN ISRAEL, AND AROUND
THE WORLD.



If you don't see what you need or have additional questions,
contact network411@ujafedny.org.



**UJA-FEDERATION OF NEW YORK CARES FOR
JEWS EVERYWHERE AND NEW YORKERS OF
ALL BACKGROUNDS, RESPONDS TO CRISES
CLOSE TO HOME AND FAR AWAY, AND
SHAPES OUR JEWISH FUTURE.**

MAIN OFFICE

New York

130 East 59th Street | New York, NY 10022

REGIONAL OFFICES

Brooklyn

68 3rd Street, Suite 15 | Brooklyn, NY 11231

Long Island

6900 Jericho Turnpike, Suite 302 | Syosset, NY 11791

Westchester

925 Westchester Avenue, Suite 200 | White Plains, NY 10604

OVERSEAS OFFICE

Israel

48 King George Street | Jerusalem, Israel 91071

