



WELCOME TO THE NETWORK

We're Glad You're Here

CORE PARTNER

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 core partner, you have the strongest alignment across mission and vision, and are a force in the community to realize our mission. You share values and hold leadership roles both in the public eye and among your professional peers.

This booklet details the expectations and benefits of a core partner.



CORE PARTNERS: EXPECTATIONS

REPORTING REQUIREMENTS

General Operating Support Application: On an annual basis, Core Partners are expected to submit the General Operating Support Application, which includes the Finance and Governance Questionnaire. This grant application process is conducted on UJANet.

Financial Reporting: Twice a year, Core Partners are expected to submit various financial reporting documents to the Network Department's agency financial oversight team. The team will request these documents by email. Additional financial documents and reporting may be requested on an as-needed basis.

FUNDRAISING FOR UJA-FEDERATION

Trustee Campaign, Executive Directors, and Senior Staff Campaign: Core Partners are expected to encourage their board members and senior staff to participate in UJA's annual campaign, aiming for meaningful gifts from 90% or more of board members, and meaningful contributions from executive directors and senior staff.

CITIZENSHIP

Collaboration and Participation: Core Partners are expected to participate and lead relevant UJA assemblies and collaborative opportunities.



CORE PARTNERS: BENEFITS

FINANCIAL AND CAPACITY BUILDING

Building Repair Grants: Core Partners may receive designated grants for critical projects, emergency repairs, and vehicles based on a competitive RFP process.

Capacity-Building Grants: Core Partners may access grants through RFP or by invitation to participate in select grant-funded capacity-building programs that are a benefit to groups of organizations. Capacity-building grants improve effectiveness at the organizational level and are intended to improve specific organizational capabilities.

Capital Gifts and Special Initiatives: UJA can assist Core Partners in raising funds for capital projects and programmatic endowments.

General Operating Support: Core Partners are eligible to receive General Operating Support grants, which provide organizations with critical, unrestricted dollars for infrastructure and resiliency.

Financial and Governance Consultation: Core Partners may receive assistance from UJA professionals in the areas of fiscal and governance activities as needed.

Insurance: Core Partners may purchase insurance and receive risk-management services through a not-for-profit entity that provides these services to UJA, major hospitals, long-term care facilities, and Core Partner agencies.

Investments: Core Partners 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: Core Partners 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 develop and administer a planned-giving program, training about specific planned-giving vehicles, and assistance with developing informational and marketing materials. UJA also administers a charitable gift annuity program for the benefit of our partners.

Retirement Plan: Core Partners may participate in the retirement plan sponsored by UJA.

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

PROFESSIONAL DEVELOPMENT

ExecNet: CEOs from UJA's Core Partners are encouraged to participate with this group of agency executives. These executives meet to learn together, network, and share best practices.

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

Professional Assemblies and Conferences: Core Partners are able to participate in conferences, briefings, programs, and lectures that UJA coordinates.

Professional and Leadership Education: Core Partner employees can access professional and leadership development programs that range 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).

MARKETING AND COMMUNICATIONS

Co-Branding: Co-branding with UJA is both a responsibility and a benefit, where Core Partners 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 that 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 Core Partners.

Marketing Content and Social Media: The work and impact of Core Partners can be featured across UJA's marketing channels, in 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 Core Partners, advocates, and other leaders, UJA's government external relations and public policy department reaches out to peer stakeholders to coordinate cooperative human service efforts.

Education of Public Officials: On behalf of our Core Partners, UJA's 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, the impact and value of organizational programs that receive or deserve government funding, and methods by which needs could be met most effectively.

External and Intergroup Relations: On behalf of our Core Partners, UJA's 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: Core Partners work with UJA's government relations department for support from government programs and advocates for policies that align with our mission.

LAY LEADERSHIP DEVELOPMENT

Board Recruitment: For Core Partner agencies looking to expand or enhance their board leadership, this UJA service focuses on the recruitment and referral of qualified volunteer leaders for their board or other committees.

Board Development: Core Partners' boards, trustees, and leadership are eligible for a complimentary membership to BoardSource. In addition, select organizations may receive governance coaching and consulting.

Executive for a Day: Executive for a Day is an annual UJA program that raises awareness of your organization through an on-site, behind-the-scenes visit from a major UJA donor.

Lay Leadership Education and Trainings: Core Partners can access select workshops designed for lay leaders every year. Many lay partners also have the chance to learn alongside professional colleagues.

Observership Program: This program provides your organization with exposure to young leaders and donors through a yearlong 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: Core Partners work with UJA's staff to design, customize, and manage corporate volunteer projects that meet the needs of their clients and organization.

Center for Youth Philanthropy and Leadership: Core Partners may benefit from projects funded through UJA's Philanthropic Advisory Council for Teens or 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: Core Partners can use UJA's conference room service at no fee. Catering, labor, equipment rental, and AV services are available at prevailing rates. 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

