



Program Guidelines

Launched by private sector business leaders in response to the current economic crisis, Greater NY is a strategic partnership program that pairs business executives with nonprofit executive directors in an effort to build stronger and more effective nonprofits. Through two-year one-on-one partnerships, leaders work together to develop and implement innovative solutions to nonprofit business challenges. This public-private partnership is an initiative of the Mayor's Fund to Advance New York City. The Mayor's Fund is a 501(c)3 organization designed to aid public programs and address emerging needs through projects such as Greater NY.

1. Greater NY is a program of the Mayor's Fund to Advance New York City ("Mayor's Fund"), in coordination with the Office of Mayor. Funding for the awards is being provided by the Corporate Executives who will participate. Corporate executives will donate \$30,000 per year over two years to the Mayor's Fund. Of those funds, \$15,000 will be allocated to the nonprofit organization matched to the corporate executive and \$45,000 will go into a "Structural Innovation Fund," housed at the Mayor's Fund.
2. Greater NY is open to nonprofits that qualify under these guidelines. Expression of Interest Forms may be obtained by visiting the website www.nyc.gov or by calling 311.
3. Only one application may be made for any nonprofit. An executive of more than one nonprofit may submit only one application on behalf of one of those nonprofits.
4. The applicant must complete and sign the Expression of Interest Form, including all questions that are relevant to the applicant's business enterprise.
5. Applicants who submit incomplete Expression of Interest Forms will not be considered for participation.
6. Applicants may be required to submit additional information and/or may also be required to participate in an interview. All application information is subject to verification via documentation that must be provided by the applicant upon request.
7. Criteria for selection include the existence of an appropriate match between an applicant organization's needs and the expertise and interests of a Greater NY corporate executive. Preference will be given to organizations with clearly defined needs that are currently facing significant challenges and that have the resources and capacity to spend at least five hours per month on Greater NY related activities. While there are no strict guidelines regarding organizational size, Greater NY is targeting organizations with annual operating budgets in the \$2-20 million range.
8. Expression of Interest Forms are reviewed on a bi-annual basis.
9. Applicants are responsible for all costs of applying to the Program. Applicants and recipients of awards agree to release the City of New York, the Mayor's Fund, and all sponsoring entities and each of their respective affiliates and all of their officers, directors, employees, agents and insurers from and against any liability or damages arising as a result of or otherwise related to their participation in the Program.
10. The Mayor's Fund will create standardized agreements with nonprofit partners for transfer of funds.
11. Awards are non-assignable and not transferable, and are to be used for business purposes. Funds may not be used to increase the compensation of nonprofit executive directors or other organizational leaders participating in the Greater NY program. If an award recipient

does not comply with these guidelines, such award recipient may be disqualified and an alternative recipient may be selected.

12. After set time period, to be determined, the nonprofit may apply for funds from the Structural Innovation Fund.
13. If selected, Nonprofit Executives must agree to abide by the following the following rules for the full term of the partnership:
 - a. A nonprofit may not solicit funds from any corporate executive participating in the Greater NY program with the exception of those that have given to the nonprofit within the previous three years.
 - b. A nonprofit may not recruit any corporate executive participating in the Greater NY program for membership on its board of directors.
14. With the exception of deliverables, all written and verbal communications between corporate and nonprofit partners participating in Greater NY are considered confidential and will not be shared with staff from either the Mayor's Fund or the Office of the Mayor.
15. Greater NY reserves the right to change, modify or otherwise amend these guidelines on a periodic basis. Greater NY staff will endeavor to notify partner nonprofits of any significant changes.