

CNY CARES, Inc



SMALL BUSINESS



RELIEF FUNDING

OUR MISSION

CENTRAL NY CONTAINS SOME OF THE GREATEST COMMUNITIES IN AMERICA

- COVID-19 HAS HAD A DEVASTATING IMPACT ON OUR COUNTRY, AND OUR COMMUNITIES
- SMALL BUSINESSES HAVE BEEN PARTICULARLY HARD HIT BY SHUT DOWNS & MANDATES
- THESE BUSINESSES & JOBS AND FAMILIES THEY SUPPORT ARE THE CORE OF OUR COMMUNITY
- RESILIENT, CREATIVE PEOPLE WHO RUN SMALL BUSINESSES NEED HELP NOW!
- IF WE LOSE JOBS & BUSINESSES, OUR COMMUNITIES WILL SUFFER FOR DECADES TO COME

MISSION:

RAPIDLY RAISE MONEY THROUGH A LOCAL GRASS ROOTS EFFORT AND DISTRIBUTE TO SMALL BUSINESSES – *AS MUCH WE CAN....AS SOON AS POSSIBLE!*

- CALL ON “UNAFFECTED BUSINESSES” AND THE ENTIRE COMMUNITY TO DONATE IN A MAJOR WAY
- LEVERAGE LOCAL AND NATIONAL MEDIA & LOCAL BUSINESSMEN TO SUPPORT THE EFFORT
- IMMEDIATELY BEGIN DELIVERING FINANCIAL HELP TO BUSINESSES THAT APPLY & ARE APPROVED
- SUSTAIN SMALL BUSINESSES UNTIL VACCINE & OTHER MEASURES CAN STABILIZE REOPENING
- UPLIFT AND REVITALIZED CENRAL NEW YORK IN THE SHORT AND LONG TERM!

ORGANIZATION & LEADERSHIP

1. **ORGANIZATION:** CNY CARES, INC., a NY Corporation & filed federally for 501c3 status
2. **LEGAL SUPPORT & ADVISORY BOARD:** BARCLAY DAMON, LLP IS OUR LEGAL SERVICES PARTNER
3. **EXECUTIVE BOARD – A COMMITTED TEAM OF VOLUNTEERS, PROVEN TO DRIVE SUCCESS**



Cy Weichert
President
Pyramid Network Services, LLC



Eric Devendorf
Founder
ED23 Hoops



Todd Ruetsch
President
Printing & Promotional Services



Scott McCabe
Chief Financial Officer
Pyramid Network Services



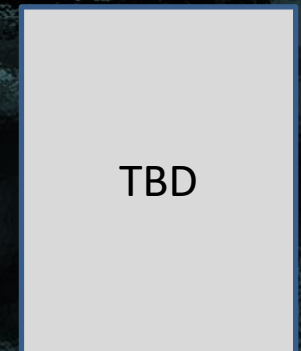
Zach Drescher
President
Warner Energy, LLC



John Wallace
NBA Veteran &
Entrepreneur



Dr. Paul T. Fallon
Fallon Oral Surgery



Vacant Seat
Rochester NY Market

ADVISORY BOARD

DONOR DIRECTED GIVING – MAJOR DONORS WILL RECEIVE ADVISORY BOARD SEAT IF DESIRED

- ENSURE THEY HAVE A VOICE AS TO WHERE THEIR DONATIONS WILL BE DISTRIBUTED & USED
- ASSIST WITH OPERATIONS & MANAGEMENT ASSISTANCE IF THEY WISH TO GET INVOLVED



Rick Capozza
Partner
Barclay Damon, LLP



Ron Brunozi
Chief Operating Officer
Pyramid Network Services, LLC



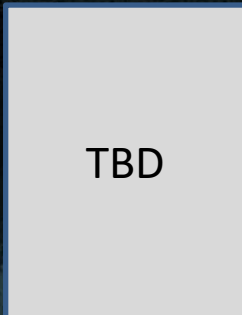
Andy Breuer
President
Hueber Breuer Construction



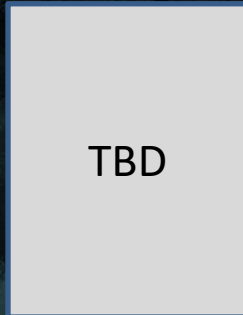
Gerry McNamara
Assistant Coach
Syracuse Basketball



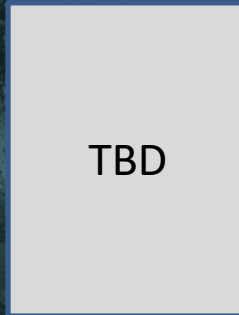
Vacant Seat
Syracuse Area



Vacant Seat
Rochester Area



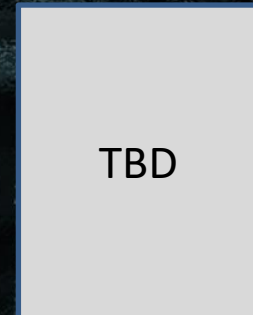
Vacant Seat
Rochester Area



Vacant Seat
Rochester Area



Vacant Seat
Rochester Area



Vacant Seat
Rochester Area

FOUNDING SPONSORS

CNY CARES, INC. OFFERS A SPECIAL THANKS TO THESE AMAZING FOUNDING SPONSORS!



HUEBER BREUER

A LEGACY OF CONSTRUCTION SOLUTIONS



**BARCLAY
DAMON** LLP

GENEROSITY THAT DISPLAYS AN UNRIVALED COMMITMENT TO CNY AND THE PEOPLE OF OUR COMMUNITY!

QUALIFYING FOR FUNDING

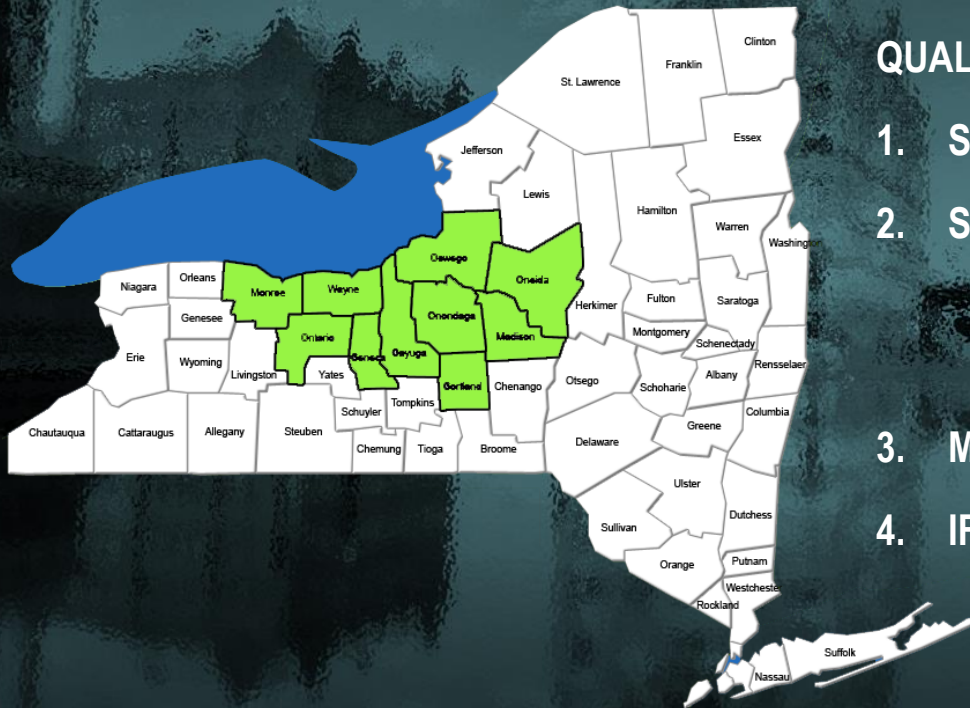
EXECUTIVE BOARD WILL VET AND APPROVE FUNDING REQUESTS WITH INPUT FROM ADVISORY BOARD

1. SIMPLE APPLICATION FORM FOR UNIFORMITY

1. LEGAL & ACCOUNTING REVIEW TO ENSURE LEGITIMACY

2. DONORS CAN EARMARK FUNDS FOR LOCAL DISBURSEMENT

- *E.G., SYRACUSE DONATIONS TO BE SPENT ON SYRACUSE BUSINESSES*



QUALIFYING RESTRICTIONS:

1. SYRACUSE & ROCHESTER AREA COUNTIES

2. SMALL BUSINESSES ONLY

-BETWEEN 3 AND 30 EMPLOYEES

-EXCEPTIONS MADE WITH BOARD CONSENSUS APPROVAL

3. MUST HAVE KEPT EMPLOYEES ON PAYROLL, OR;

4. IF LAID OFF, BE WILLING TO HIRE THEM BACK

VETTING PROCESS

A DETAILED PROCESS TO ENSURE VALIDITY OF EACH REQUEST, AND BEST VALUE IN ALL GRANTS

- Sound methodology for the selection of donor recipients
- Starts with completion of an application found on the CNY Cares, Inc. web portal (*in development*).
- Application will included a questionnaire containing critical business information required including but not limited to:
 - Number of employees
 - Years in business
 - Monthly expenses
 - Gross revenue & Historical P&L and Balance Sheet
 - Direct effects of COVID-19 on the business
 - Narrative on business and uses of funds
- Application and associated responses will be preliminarily reviewed by CNY Cares, Inc. and placed into an appropriate priority category based on level of need.
- CNY Cares, Inc. Executive Board (with input from Advisory Board) will review the priority list and applications on a bi-weekly basis and agree on donor recipients and amounts to be donated.

WHY THIS, WHY NOW

WE NEED TO ACT WITH GREAT SPEED AND GENEROSITY BEFORE IT'S TOO LATE!

- 1. CRITICAL SUPPORT TO SAVE HUNDREDS OF LOCAL BUSINESSES AND THOUSANDS OF JOBS**
 - 1. BUSINESSES & JOBS OF PEOPLE WHO WILL REINVEST IN THE COMMUNITY AND SUSTAIN US ALL**
- 2. HELP SMALL BUSINESSES STRENGTHENS OUR COMMUNITY – WHEN THEY SUFFER, SO DO WE ALL.**
- 3. HELP SUPPORT THE PEOPLE THAT SUPPORT OUR LIVELIHOODS**
 - 1. SUPPORT THE RESTAURANTS, STORES, BAKERIES, BARBERS AND TAILORS WE VISIT EVERY DAY**
 - 2. UPLIFT OUR COMMUNITY AS A WHOLE**
- 4. WHEN SMALL BUSINESSES EXCEL, IT FOSTERS MORE OPPORTUNITY & MORE INVESTMENT**
- 5. WITHOUT THIS, MANY BUSINESSES WILL NOT MAKE IT THROUGH THE PANDEMIC**
 - 1. OUR COMMUNITY WILL SUFFER LONG TERM AFFECTS**
 - 2. OUR OWN BUSINESSES WILL SUFFER AS THE COMMUNITY SUFFERS**
- 6. SHARING OUR WEALTH NOW, IN A TIME OF CRISIS, CAN MAKE A MASSIVE POSITIVE IMPACT ON CNY**
 - 1. STRENGTHEN THE BACKBONE – IMPROVES THE BODY: SMALL BUSINESSES ARE THE BACKBONE OF OUR COMMUNITY**
 - 2. PROOF AND BELIEF IN OUR COMMUNITY – THAT WE CARE ENOUGH TO MAKE A DIFFERENCE FOR ALL**
- 7. A THRIVING COMMUNITY DRIVES TOURISM, INVESTMENT & ECONOMIC LIFT**
- 8. FUTURE COMMUNITY, CULTURE & GROWHT DEPENDS ON THESE SEEDS OF HOPE, NOW!**

THANK YOU!



SUPPORT NOW....THAT MATTERS FOREVER!