The city of New Bedford, Massachusetts has seen a lot of change. The nonprofit organizations that operate there play an important role in helping residents to adapt to this change and to overcome the challenges they face. MNN nonprofit member [United Way of Greater New Bedford](https://unitedwayofgnb.org/) is providing critical support to these nonprofits to pilot new and different ways that they can deepen their impact.

In September 2017, the United Way of Greater New Bedford launched [The Innovation Fund](https://unitedwayofgnb.org/innovationfund/), a new program created for projects that experiment, target, or test new ideas and approaches that can lead to promising breakthroughs in the United Way of Greater New Bedford’s target areas of Health, Education, and Financial Stability.

The three nonprofit organizations receive support through The Innovation Fund and are piloting projects to serve their clients and communities in new ways. The Greater New Bedford Youth Alliance is working a project that aims to connect youth service providers through a technology platform that enables them to track their participants and their community impact over time. The Greater New Bedford Community Health Center’s project is transforming the delivery of opioid treatment services by integrating those services into primary care practice. Finally, an at-home security project from The Women’s Center in New Bedford helps women who are victims of domestic violence stay in their homes and children in their schools.

In addition to the financial support, the nonprofits are receiving additional technical assistance and support from the United Way of Greater New Bedford to translate their ideas into successful projects.

“United Way of Greater New Bedford launched The Innovation Fund to give nonprofit organizations, public entities, and social entrepreneurs an opportunity to take a step back from their day-to-day operations and consider how they could be truly impactful in a new way, “ says Anne Nichelson, Vice President of Community Impact. “The Innovation Fund provides support to the three organizations that we currently fund so they can start making that impact that they envisioned in the community.”

Click the video to learn more about transformative purpose of The Innovation Fund.

<https://www.youtube.com/watch?v=xPxotSQjO80&t=1s>