



UNITED WAY OF CENTRAL MARYLAND

2022 Neighborhood Grant Request for Proposals

Submission Deadline: Monday, November 22nd at 5:00 pm EST.

(Updated on October 29, 2021, with revised dates for Q&A Deadline and Q&A Posting.)

INTRODUCTION

United Way of Central Maryland's Neighborhood Grant is an opportunity for neighborhood-centered organizations with total annual operating budgets of **\$500,000 or less** in their current Fiscal Year to receive between \$2,500 to \$10,000 in funding to carry out neighborhood-centered projects that will be informed by local residents and inspire community connection. Eligible organizations can apply to implement projects that:

- ❖ Build Vibrant Neighborhood Spaces,
- ❖ Build Socially Connected and Active Neighborhood Residents; and/or
- ❖ Build Empowered Local Leaders.

Community Partners identified through this application process will receive funding for the period of January 1, 2022 – June 30, 2022. Applications must be submitted through our online grant application portal, CommunityForce, which can be accessed through our [Nonprofit Funding Page](#).

Agencies wishing to apply are strongly encouraged to attend the **Neighborhood Grant Information Session**, to be held on **October 28, 12:30 – 2:00 pm**. Registration for this session can be accessed through our [Nonprofit Funding Page](#).

GENERAL APPLICATION INFORMATION

United Way of Central Maryland promotes equity, creates opportunity, and improves lives. Our 95 years of service to the people of Greater Baltimore have taught us what it takes to change our region for the better. We are proud to be a source of support, compassion, and hope for people who work hard but still can't make ends meet. We strengthen families and communities by taking on systemic challenges and increasing access to basic needs—health, housing, employment, education, and more.

United Way's grantmaking supports programs and initiatives in Baltimore City and Anne Arundel, Baltimore, Carroll, Harford, and Howard Counties. This is done with the guidance of our Region United Network (RUN) Advisory Boards, which are made up of local leaders from public agencies, service providers, businesses and community-based organizations in each of these jurisdictions. Neighborhood Grants provide United Way and our RUN Advisory Boards an opportunity to invest in, build relationships with and support the smaller non-profits that underpin our community.

This is the second year of United Way's Neighborhood Grant opportunity – which focuses on the amplifying the power of residents. We have come to believe that the true path to real, lasting and systemic change in our neighborhoods is one that is community-led, informed by their in-depth knowledge of their neighborhood's existing assets and needs and inspired by their desire for a healthier, happier community. Last year, United Way awarded 40 Neighborhood Grants totaling \$366,000.

ELIGIBILITY

United Way of Central Maryland will accept applications from organizations with **501(c)(3) or other nonprofit IRS designations**, with a total annual operating budget of **\$500,000 or less** in their current fiscal year. Additionally, United Way will accept applications from nonprofit agencies that are acting as **Fiscal Agents** for organizations with total annual operating budgets of \$500,000 or less.

Additionally:

- Organizations that received 2021 Neighborhood Grants **are** eligible to apply in 2022. Moving forward, any organization that receives a Neighborhood Grant for 2 consecutive years, will not be eligible to apply the following year.
- Organizations that currently receive other funding from United Way are also eligible to apply.

All organizations seeking funding must:

- Provide evidence that they hold a current “Good Standing Certificate of Status” with the State of Maryland Department of Assessments & Taxation.
- Provide a copy (within the last two fiscal years) of one of the following financial documents.

Annual Gross Income from Charitable Contributions	Financial Document Required
*\$750,000 or more	Financial Audit (performed by independent auditor)
Between \$300,00 and \$750,000	Financial Review (performed by independent auditor)
\$300,000 or less	Internal Financial Statement (such as a Form990, Profit/Loss Statement or Organizational Budget)

**This applies for Fiscal Agents with total gross charitable income of over \$750,000, as organizations running projects should have total annual operating budgets of \$500,000, or less, for their current Fiscal Year.*

SUBMISSION

Organizations may submit a maximum of **one application describing one project**. Multiple applications submitted by an agency will not be reviewed. Please note: Organizations serving as fiscal agents may submit more than one application per jurisdiction, provided that each is for a different organization partner.

The deadline for application submission is **Monday, November 22 at 5:00 pm EST**. Only complete applications will be considered for funding.

INELIGIBLE ACTIVITIES

United Way will not provide funding to organizations that discriminate with regard to race, color, religion, national origin, gender, sexual orientation, gender identity / expression, age, ancestry, marital status or disability. In addition, applications requesting support for the following will not be considered:

- Religious activities (religious organizations may apply for funding for non-sectarian activities)
- Lobbying activities
- Individuals applying on their own behalf
- General operating costs

TIMELINE

Applications must be submitted by the established due date, through the United Way of Central Maryland application portal, CommunityForce. Only completed, applications that include all required information and attachments will be considered for funding. Organizations will be notified via email of funding decisions.

Agencies wishing to apply are strongly encouraged to attend the **Neighborhood Grant Information Session**. Following this session, United Way will post the PowerPoint presentation, as well as questions raised and answers provided at the event. This will be a virtual information session and a recording of the session will be available.

Grant Application Open	October 13, 2021
Grant Information Session	October 28, 2021, 12:30–2:00 pm via Zoom
Q&A Deadline	November 8, 2021, 5:00 PM EST
Q&A Posted on the UWCM website	November 12, 2021
Grant Application Submission Deadline	November 22, 2021, 5:00 pm EST
Decisions Announced	Mid-December 2021
Grant Period	January 1, 2022 – June 30, 2022

PROJECT CATEGORIES

Projects should primarily fit into one of the three categories listed below. With these three broad project categories, United Way hopes to allow flexibility for neighborhood organizations to tackle the projects that can have an impact in their specific community. We have included a few examples for each category, but other projects are welcome. Although we ask applicants to identify a primary project category, projects may address more than one category.

1. **Build Vibrant Neighborhood Spaces** – This category focuses on the increased usability, safety, or enhancement of neighborhood spaces. Examples:
 - Community Garden Planning/Planting.
 - Community Cleaning Initiatives.
 - Community Enhancement/Green Space Initiatives.
 - Community Safety Initiatives.

2. **Build Socially Connected and Active Neighborhood Residents** – This category focuses on increasing/sustaining social connection between residents *for more than one day/event*, engaging residents in neighborhood improvement and building/strengthening a sense of community within your neighborhood. Examples:
 - Building/sustaining connections among residents for mental health and information-sharing purposes.
 - Establishing regular activities that bring residents together (exercise or social clubs, classes, shared hobbies, etc.)
 - Community planning and community building aimed at improving the neighborhood and/or meeting the needs of its residents.

3. **Build Empowered Local Leaders** – this category focuses on identifying and providing resources to local leaders (or potential local leaders, including youth) with the goal of sharing best-practices with the community (organization or public) and addressing community issues through leadership empowerment. Examples:
 - Seminars or skill-building trainings for leaders or organizations with the intention of benefiting the community from the knowledge gained at the seminar/training.
 - Implementation of best practices that build empowered leaders or organizations and that will have an impact on the community through that implementation.
 - Facilitation of multi-organizational partnerships and convenings that will underpin the community safety net in your neighborhood.

APPLICATION SELECTION CRITERIA

All eligible applications will be reviewed by United Way’s RUN Advisory Board for the jurisdiction from which the funding was requested. Applications will be evaluated primarily on the degree to which they meet the **four main project criteria** listed below.

1. The extent to which the project **is neighborhood-centered**, demonstrating that it addresses areas of need and/or builds on current assets within the specific neighborhood to be served.
2. The extent to which the project **is resident-driven**, considering resident-raised issues, or utilizing residents in the implementation of the project.
3. The extent to which the project **inspires community connection**, bringing community members together to accomplish goals, discuss neighborhood priorities or learn about neighborhood resources.

4. The extent to which the project is well thought through and **shows strong promise of positive impact** in the neighborhood identified.

In addition to meeting the criteria established above, **successful applicants will:**

- ✓ Be complete, following all application instructions.
- ✓ Demonstrate that the applicant will conduct a project aligned with at least one of the established categories.

Additional Selection Priorities

While not required, priority will be given to applicant organizations that:

- ✓ Are led by Black, Indigenous, or People of Color (BIPOC), or people from marginalized communities / hard to reach populations. Not all selected applicants will fall under these criteria.
- ✓ Are projects that serve low-income neighborhoods of color that have been disproportionately impacted by COVID-19.

VISUAL SUBMISSION INFORMATION

United Way strongly recommends that applicants upload a visual submission that accompanies their project description, in the form of a short YouTube video **and/or** pictures. We hope that seeing the projects and meeting staff virtually will allow us to understand each application better and help us get to know your organization.

QUESTIONS?

Questions about the application's content (eligibility, requirements, etc.) may be submitted up until **November 8, 2021 @ 5:00 pm EST**. Please submit questions via e-mail to grantquestions@uwcm.org, with the subject line **RFP Question**. Answers to all questions will be posted on our grant portal on November 12, 2021.

Submit any technical questions and technical assistance requests specific to the Application Portal via e-mail to grantquestions@uwcm.org, with the subject line **RFP Technical Assistance**. We will make every attempt to answer these questions up to the submission deadline.

2022 NEIGHBORHOOD GRANT APPLICATION

Section 1: Organization Information

Name of Organization, Address, Phone Number
Organization EIN (9-digit)
Social Media Information (website, Facebook, Twitter, etc.)
Central Maryland Jurisdiction(s) Served by Organization (all that apply)
Executive Director/CEO Name, Title, Contact Info
<ul style="list-style-type: none"> • Does the Organization's Executive Director/CEO identify as a Woman or Gender-nonconforming (Yes/No) • Does the organization's Executive Director/CEO identify as Black, Indigenous or a Person of Color? (Yes/No)
Organization's Total Annual Operating Budget in its Current Fiscal Year
Start and End Date of Current Fiscal Year
Organization's Mission and Vision Statement

Fiscal Agent/Sponsor Information

Is your organization utilizing a Fiscal Agent/Sponsor for this application? Yes / No
 If yes, fill out the information below for your Fiscal Agent/Sponsor

Fiscal Agent/Sponsor Name
Address
EIN
Contact Person Name, Title, E-mail, Phone
Executive Director Name, Title, E-mail, Phone

Required Organizational Documents

Applicants are required to provide, via upload, the three documents outlined below.

- Financial Document (within the last 2 Fiscal Years)
- Current Good Standing Certificate of Status (within the current Fiscal Year)
- Tax Exempt Letter from the IRS

Please note:

- For details on specific document requirements, please see Eligibility section on page 3 of this RFP.
- For applicants using a Fiscal Agent, the Fiscal Agent should provide these documents.

Section 2: Project Description and Narrative

Project Title
Project Address
Central Maryland jurisdiction in which project will take place
Neighborhood impacted by project
The <u>primary</u> focus of the project (select one): 1. Build Vibrant Neighborhoods, 2. Build Socially Connected/Active Neighborhood Residents 3. Build Empowered Local Leaders

Application Narrative

1. Purpose of Grant Request (100 words max)

Please summarize, in one paragraph, the purpose of your grant request.

2. Organization's Connection to the Community (400 words max)

Describe the extent to which your organization/staff/board is embedded in the neighborhood in which you are conducting your project. Please include specific examples of relevant neighborhood-centered, resident-driven work that has had a positive impact within this neighborhood.

3. Understanding Your Neighborhood (400 words max)

What makes your neighborhood unique? Please describe your community, its residents and why you are applying for this grant. Ensure that we:

- Understand the population of your neighborhood, including basic demographic and economic information.
- Understand the make-up of your organization.
- Learn about the challenges that your neighborhood faces, including those brought about by the COVID-19 pandemic.
- Understand the strengths of your neighborhood and how your community plays an active role.

4. Project Description (500 words max)

Please describe, in detail, the project that you intend to carry out between January 1, 2022 and June 30, 2022, and how it will achieve the grant goals of 1. Build Vibrant Neighborhood Spaces 2. Build Socially Connected/Active Neighborhood Residents; and/or 3. Build Empowered Local Leaders. Include how your project:

- Is **neighborhood-centered** and tackles issues of importance and/or builds on current community assets from the Understanding Neighborhood Impact section of your response.
- Is **resident-driven** and includes residents/community members in the formation and creation of your Neighborhood Project.
- **Inspires community connection** between residents, or between residents and services, that strengthens your neighborhood's network.

5. Visual Submission

United Way strongly recommends that applicants upload a visual submission that accompanies their project description, in the form of a short YouTube video and/or pictures. We hope that seeing the projects and meeting staff virtually will allow us to understand each application better and help us get to know your organization.

Please Upload Photos (2 to 5) and/or a 2-minute (or shorter) YouTube video according to the description in the RFP. Please note that jpeg images are not to exceed 10 mb. Upload the Video to YouTube (be sure it is marked "unlisted") and include the YouTube link in the text box below.

Section 3: Project Outcomes and Timeline

Timeline (100 words max)

Please list a brief timeline for the project, including any important stages or implementation dates, noting that the finish date should be between January 1, 2022, and June 30, 2022.

Outcomes (300 words max)

We want to understand what success in accomplishing this project means to your organization and community. **How will this project have a positive impact in your neighborhood?** Include information on the number of people engaged and/or served, as well as the expected short and long-term benefits to the residents and/or to the neighborhood as a whole.*

* United Way will ask if you have accomplished these measures in your Final Project Report.

Volunteerism

Is there a part of this project that could require volunteers from the United Way? If so, please list the date, time and # of volunteers required and describe the activity briefly.

Marketing

How did you hear about this grant opportunity?

Section 4: Budget

Please enter amounts for each line item below if you are requesting funds within that category. Add brief descriptions when indicated.

Salaries and Benefits
Stipends
Program Supplies
Major Property / Equipment Purchase (e.g., computer)
Equipment Lease/ Rental
Equipment Maintenance/Repair
Contracts/Consultants
Professional Membership Fees
Travel
Conference/Training
Printing
Postage/Shipping
Miscellaneous
Administration (not to exceed 8% of the grant request)
Total Funding Request
Does this funding request allow for the full implementation of your Neighborhood Project? (Yes/No)
<ul style="list-style-type: none"> • If not, what is the total cost of your neighborhood project?
<ul style="list-style-type: none"> • What additional sources of funding do you have in hand and/or are you pursuing to enable you to fully execute your project.