



UNITED WAY OF CENTRAL MARYLAND

FY2021 Neighborhood Grant Request for Proposals

Due November 24, 2020 5:00 PM EST

INTRODUCTION

The United Way of Central Maryland Neighborhood Grant is an opportunity for neighborhood-centered organizations **with total annual operating budgets of \$500,000.00, 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 this upcoming Spring that:

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

Applications must be submitted by **Wednesday, November 24th, 2020 at 5:00 pm (EST)**. Community Partners identified through this application process will receive 5-months of funding for the period of February 1, 2021 – June 30, 2021. Applications must be submitted through our online grant application portal, CommunityForce, which can be accessed through United Way of Central Maryland's [Nonprofit Funding Page](#).

Agencies wishing to apply are strongly encouraged to virtually attend (via Zoom) **United Way's Neighborhood Grant Information Session**, scheduled for **Tuesday, November 10, 2020 from 9:00 am – 11:00 am**. More information on the Information Session and the link to register can be found on 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.

PROPOSAL INFORMATION

United Way is launching our newest grant opportunity - the Neighborhood Grant - to continue to listen to our communities and respond to the needs facing central Marylanders. We are seeking funding requests for projects that inspire community connection and empower local leaders to build upon, and support, the work happening at the neighborhood-level.

United Way has embarked on a significant transformation in the way that we support local communities, focusing on the power of residents to make a difference in their neighborhoods, instead of a top-down approach where funders decide what is best for communities. 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.

In FY20 we launched Neighbor's United, a community development program that identifies and trains community leaders, engages community residents to tackle shared challenges, and connects traditionally under-represented communities to decision makers in the public and private sectors. Now, for FY21, we are widening our commitment to resident-driven, neighborhood-centered investment and support with our new Neighborhood Grants.

ELIGIBILITY

United Way of Central Maryland will accept applications from 501(c)(3) health and human service nonprofit agencies, and other organizations that align with the IRS tax law (an agency that may not be a 501(c)(3) but may have other nonprofit IRS designations) that have a total annual operating budget of \$500,000, or less, in their current Fiscal Year.

Additionally, United Way will accept applications from 501(c)(3) health and human service nonprofit agencies, and other organizations that align with the IRS tax law (an agency that may not be a 501(c)(3) but may have other nonprofit IRS designations) that are acting as **Fiscal Agents** for organizations with total annual operating budgets of \$500,000.00, or less, for their current Fiscal Year. **For example**, churches, parent, or student-led organizations that use their schools and universities as fiscal-agents are eligible to apply. Large universities or school systems are too large to be eligible for this grant.

Additionally, all organizations seeking funding must:

- Conduct work within central Maryland.
- 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:
 1. *Financial audit of your organization (preferred for all organizations, and required for organizations with gross income from charitable contributions of \$750,000 or more)*;*
 2. Financial statement or Financial Audit reviewed by an independent auditor (acceptable for organizations with gross income from charitable contributions of \$749,999 or less); or
 3. Financial Compilation created by an independent auditor (only acceptable for organizations with gross income from charitable contributions of \$300,000 or less).

**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

United Way of Central Maryland's RUN Advisory Boards will award Neighborhood Grants for each of the six jurisdictions in central Maryland: Anne Arundel County, Baltimore City, Baltimore County, Carroll County, Harford County, and Howard County.

- 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.

- Organizations that currently receive other funding from United Way are eligible to apply.

This is the only Neighborhood Grant funding opportunity in FY2021. Each selected partner organization will receive between \$2,500 – \$10,000 to complete their project between February 1, 2021 and June 30, 2021. United Way expects to make 40-50 total grant awards, across all 6 jurisdictions. This number is subject to change.

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 is a remote information session, and a recording of the session will be available.

Grant Application Period	October 27, 2020 – November 24, 2020, 5:00 pm EST
Grant Information Session	November 10, 2020, 9-11 am via Zoom Invite
Q&A Deadline	November 10, 2020, 5:00 PM EST
Q&A Posted on the UWCM website	November 14, 2020
Decisions Announced	By January 1, 2021
Grant Period	February 1, 2021 – June 30, 2021
Expected First Payment	February 1, 2021

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. The examples below are not all-encompassing but are meant to serve as general categories and provide direction. Although we are asking applicants to identify a primary project category, projects may request funding to address more than one category, below.

1. **Build Vibrant Neighborhood Spaces** – This category focuses on the increased usability, safety, or enhancement of neighborhood spaces. Examples include:
 - 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 sustaining social connection between residents *for more than one day/event*, engaging residents to understand needs, and mobilizing residents to act as a community to address needs. Examples include:
 - Sustaining connections between residents for mental health and information-sharing purposes
 - Hosting awareness-raising events/convenings that mobilize community residents around important neighborhood issues.
 - Researching and gaining a deeper knowledge of residents and local issue areas of importance.
 - Expanding knowledge of community resources/ access to community resources and community partners.

3. **Build Empowered Local Leaders** – this category focuses on identifying and providing resources to local leaders (or potential local leaders) with the goal of sharing best-practices with the community (organization or public) and addressing community issues through leadership empowerment. Examples include:
 - Costs of 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.

- ❖ 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.
- ❖ The extent to which the project **is resident-driven**, considering resident-raised issues, or utilizing residents in the implementation of the project.
- ❖ The extent to which the project **inspires community connection**, bringing community members together to accomplish goals, discuss neighborhood priorities or learn about neighborhood resources.
- ❖ 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.
- ✓ Contain photos and/or a YouTube video relevant to the project and people participating.
- ✓ Demonstrate that the applicant will conduct a project aligned with at least one of the categories above.
- ✓ Have an accurate project budget that will be spent before June 30, 2021.
- ✓ Have an accurate and achievable project timeline to finish before June 30, 2021.

Additional Selection Priorities

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

- ✓ Submit photos or video that demonstrate the community need and/or highlight community assets relevant to the project.
- ✓ 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 is requesting that applicants upload a visual submission that accompanies their project description, in the form of a short YouTube video **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.

Examples include:

- Short video of a staff member describing the project
- Short video describing the neighborhood and why a project is needed
- Short video of the project materials, project space or project volunteers
- Pictures of the spaces which will be impacted by the project
- Pictures of the staff and/or residents who will help conduct the project
- Any other creative ideas!

QUESTIONS?

Questions about the application may be submitted up until November 10, 2020 @ 5:00 pm EST. Please submit questions with the subject line **RFP Content Question** via e-mail to grantquestions@uwcm.org. Answers to all questions will be posted on our grant portal by November 14, 2020.

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

FY2021 NEIGHBORHOOD GRANT APPLICATION

PRE-QUALIFICATION QUESTIONS

Is your organization an IRS classified non-profit (501(C)3, 501(c)4 or other), with a valid Tax ID #?
Is your organization a School, University, or organization with a total annual operating budget of over \$500,000.00 in your current fiscal year that is not applying as a Fiscal Agent?
Does your organization provide services/supports to residents in one or more of the following Maryland jurisdictions? <div style="display: flex; justify-content: space-between; margin-top: 5px;"> •Anne Arundel County •Baltimore City •Baltimore County </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> •Carroll County •Harford County •Howard County </div>
Will the project align with at least one of the three categories: Build Vibrant Neighborhood Spaces, Build Socially Connected/Active Neighborhood Residents, and Build Empowered Local Leaders?
Has your organization already submitted a Neighborhood Grant application under this current opportunity? / As a Fiscal Agent, have you submitted a Neighborhood Grant application on behalf of this organization already for this opportunity?
Does your organization practice non-discrimination with regards to race, color, religion, national origin, gender, sexual orientation, gender identity / expression, age, ancestry, marital status or disability?
Is the total annual operating budget of the organization conducting the proposed Neighborhood Grant project \$500,000.00 or less in its current Fiscal Year?

Section 1: Organization Information

Organization Name
Central Maryland Jurisdiction(s) Served by Organization (Multiple)
Applicant EIN
Applicant Address
Applicant Social Media Information (website, Facebook, Twitter, etc.)
Contact Person Name, Title, E-mail, Phone
Executive Director Name, Title, E-mail, Phone
Executive Director Gender and Race
Total Organizational Budget for your Current Fiscal Year, and Dates
Organization’s Mission and Vision Statement

Is your organization utilizing a Fiscal Agent/Sponsor for this application? Yes / No

If yes:

- Please fill out the information below for your Fiscal Agent/Sponsor

- Make sure that you submit Financial Document, Tax-Exempt Status Letter and Good Standing Certificate from your Fiscal Agent/Sponsor

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

Submission Documents

- 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

Section 2: Project Description and Narrative

Project Title
Project Address
Central Maryland Jurisdiction in which you will conduct the project?
Neighborhood Impacted
The Primary focus of the Project Activity: 1. Build Vibrant Neighborhoods, 2. Build Socially Connected/Active Neighborhood Residents 3. Build Empowered Local Leaders

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 (500 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 (600 words max).

Please describe, in detail, the project that you intend to carry out between February 1, 2021 and June 30, 2021, and how it will achieve the grant goals of 1. Build Vibrant Neighborhood Spaces 2. Build Socially Connected/Active Neighborhood Residents, 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

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 February 1, 2021 and June 30, 2021.

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?
If not, what is the total cost of your neighborhood project?
How do you plan contributing funds to complete the project by June 30, 2021?