



# UNITED WAY OF CENTRAL MARYLAND

## 2023 Neighborhood Grant Request for Proposals

Submission Deadline: Tuesday, November 29, 2022, 5:00 p.m. EST.

## INTRODUCTION

United Way of Central Maryland (United Way)'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 community-centered projects that are resident-driven, connect community members and create impact. Eligible organizations can apply to implement projects that:

- ❖ Build Vibrant Neighborhood,
- ❖ Inspire Community Connection; and/or
- ❖ Empower Local Leaders.

Community Partners selected through this application process will receive funding for the period of February 1, 2023 - October 31, 2023. Applications must be submitted through our online grant application portal, CommunityForce. The application portal as well as all application materials can be accessed through our [Nonprofit Funding Page](#).

### Application Deadline

The deadline for application submission is **Tuesday, November 29, 2022, at 5:00 p.m. EST.**

### Application Support

**Neighborhood Grant Information Session - Wednesday, November 2, 2022, 1:00 – 2:30 p.m. via Zoom.** Agencies wishing to apply are strongly encouraged to attend this session.

**Neighborhood Grant - Grant Writing Workshop - Monday, November 7, 2022, 2:00 - 3:30 p.m. via Zoom.** Applicants are also encouraged to attend this workshop to receive guidance on writing an effective grant proposal.

Registration for both sessions can be accessed through our [Nonprofit Funding Page](#).

## GENERAL APPLICATION INFORMATION

United Way 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 third 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 49 Neighborhood Grants totaling \$441,478.

## ELIGIBILITY

United Way 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. United Way will also accept applications from organizations that do not have nonprofit status but are utilizing a Fiscal Agent/Sponsor that does.

Additionally:

- Any organization that has received a Neighborhood Grant for 2 consecutive years is not 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 Tax Exempt Letter from the IRS.
- Provide a copy (within the last two fiscal years) of one of the following financial documents, based on your annual gross income from charitable contributions from that year. Organizations using a fiscal agent/sponsor must provide this required financial document for their fiscal agent/sponsor.

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

## SUBMISSION

Organizations may submit a maximum of **one application**. Multiple applications submitted by an agency will not be reviewed.

The deadline for application submission is **Tuesday, November 29, 2022, at 5:00 p.m. 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
- Compensation (salary and/or stipend) to individuals under the age of 14. Please note that organizations compensating individuals 14-17 years old must do so within Maryland State Labor Department guidelines.

## TIMELINE

The 2023 Neighborhood Grant timeline is outlined in the chart below.

<b>Grant Application Open</b>	October 12, 2022
<b>Grant Information Session</b>	November 2, 2022, 1:00 - 2:30 p.m. via Zoom
<b>Grant Writing Workshop</b>	November 7, 2022, 2:00 - 3:30 p.m. via Zoom
<b>Deadline for Submission of Questions</b>	Wednesday, November 9, 2022, 5:00 p.m. EST
<b>Final Q&amp;A Posted on the UWCM website</b>	November 14, 2022
<b>Grant Application Submission Deadline</b>	<b>Tuesday, November 29, 2022, 5:00 p.m. EST</b>
<b>Grant Decisions Announced</b>	Mid-January 2023
<b>Grant Period</b>	<b>February 1, 2023 - October 31, 2023</b>

## 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 Neighborhoods** – 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. Inspire Community Connection** – 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. Empower 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 **community/neighborhood-centered**, demonstrating that it addresses areas of need and/or builds on current assets within the specific community to be served.
2. The extent to which the project **is resident-driven**, considering resident-raised issues and/or utilizing residents in planning and implementation of the project.
3. The extent to which the project **inspires community connection**, bringing community members together to accomplish goals, discuss community priorities or learn how to access resources.
4. The extent to which the project is well thought through and **shows 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.

## **VIDEO SUBMISSION INFORMATION**

United Way strongly recommends that applicants create and upload a short video describing your community and your project. Videos may be up to 90 seconds in length and can be shot using a smart phone. Guidance for creating an effective video and uploading it in the application will be posted with other Neighborhood Grant materials on United Way's website.

**Please note:** while a video submission is not required, organizations that do provide a video are missing an opportunity to help United Way and our Neighborhood Grant review team better connect to and understand your organization, community, and proposed project.

## **QUESTIONS?**

Questions about the application's content (eligibility, requirements, etc.) may be submitted up until **Wednesday, November 9, 2022, at 5:00 p.m. EST**. Please submit questions via e-mail to [grantquestions@uwcm.org](mailto:grantquestions@uwcm.org), with the subject line **RFP Question**. Answers to all questions will be posted on our grant portal on Monday, November 14, 2022.

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

# 2023 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"> <li>Does the Organization's Executive Director/CEO identify as a Woman or Gender-nonconforming (Yes/No)</li> </ul>
<ul style="list-style-type: none"> <li>Does the organization's Executive Director/CEO identify as Black, Indigenous or a Person of Color? (Yes/No)</li> </ul>
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, provide the information below for your Fiscal Agent/Sponsor.

Fiscal Agent/Sponsor Name
Address
Organization EIN (9-digit)
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 your 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/Community impacted by project
The <u>primary</u> focus of the project (select one): 1. Build Vibrant Neighborhoods, 2. Inspire Community Connection, 3. Build Local Leaders

### Application Narrative

#### 1. Purpose of Grant Request (100 words max)

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

#### 2. Tell us about your organization and its connection to the community you propose to serve. (300 words max)

Please share the following:

- Your organization’s history and mission.
- Your work, including specific examples of resident-driven initiatives/projects that have had a positive impact within your community.
- Information about your staff members and Board of Directors, including the relevant skills/experiences they bring to your work and the extent to which they reflect the community you serve.

#### 3. Tell us about your neighborhood/community. (300 words max)

Please help us learn about the neighborhood/community you are proposing to serve by sharing the following:

- Who makes up your neighborhood/community?
- What makes it unique (people, landscape, history, other)?
- What are the challenges/obstacles facing your neighborhood/community?
- What are its strengths and where are there opportunities to build on those strengths with a Neighborhood Grant?

#### 4. Tell us about your project. (500 words max)

Please describe the project that you are proposing to implement and how it will achieve the grant objectives to: 1. Build Vibrant Neighborhoods, 2. Inspire Community Connection; and/or 3. Build Local Leaders.

Please include:

- The primary goal(s) of the project
- A description of how the project:
  - *Is community-focused* - building on existing strengths/assets, while addressing needs within the community
  - *Is resident-driven* - utilizing members of the community in the project's development and implementation
  - *Creates connections among residents*
  - *Shows promise of positive impact*
- A brief timeline for the project within the grant period of February 1, 2023, and October 31, 2023, including any important stages or implementation dates.

**5. Tell us how your project will benefit your community. (300 words max)**

Please describe how you expect the community and its residents/members to benefit from the project and how you will measure success?

**6. How many community members do you expect to engage in project planning?**

**7. How many community members do you expect to engage in project implementation?**

**8. How many community members do you estimate will be served by / benefit from the project?**

**Visual Submission:**

United Way strongly recommends that applicants create and upload a short video describing your community and your project. Videos may be up to 90 seconds in length and can be shot using a smart phone. Guidance for creating an effective video will be posted with other Neighborhood Grant materials on United Way's website. To submit, upload your Video to YouTube (be sure it is marked "unlisted") and then include the application.

**Marketing**

How did you hear about this grant opportunity?

## Section 4: Budget

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

Salaries and Benefits
Stipends (please see restrictions outlined under <i>Ineligible Activities</i> on page 4)
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 10% of the grant request)
<b>Total Funding Request</b>
Does this funding request allow for the full implementation of your Neighborhood Project? (Yes/No)
<ul style="list-style-type: none"> <li>• If not, what is the total cost of your neighborhood project?</li> </ul>
<ul style="list-style-type: none"> <li>• What additional sources of funding do you have in hand and/or are you pursuing to enable you to fully execute your project.</li> </ul>