



THE OFFICE OF GOVERNOR  
**WES MOORE**  
GOVERNOR'S OFFICE FOR CHILDREN

# **How to Apply for ENOUGH Grants**

*Place-Based Support for Cradle-to-Career Education*

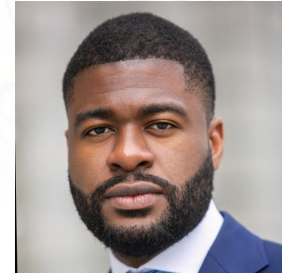
July 23, 2024

# Welcome and Introductions

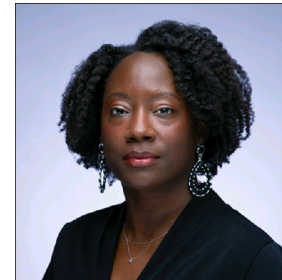
Christian Rhodes – Deputy Executive Director, William Julius Wilson Institute at Harlem Children's Zone



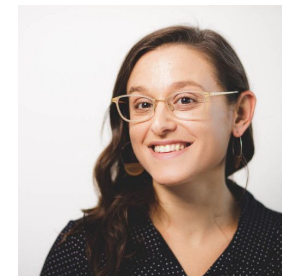
Fritz Bondoa – Director of Public Policy, William Julius Wilson Institute at Harlem Children's Zone



Nina Carter – Managing Director, Place, William Julius Wilson Institute at Harlem Children's Zone



Wendy Viola – Managing Director, Knowledge & Awareness Building, William Julius Wilson Institute at Harlem Children's Zone



## Webinar Agenda

- **ENOUGH Grant Program Overview**
- **ENOUGH Grant Application Process**
- **Cradle-to-Career Framework**
- **Preparing a Competitive Application**
- **Q&A and Applicant Resources**



# ENOUGH Grant Program Overview

# ENOUGH Initiative

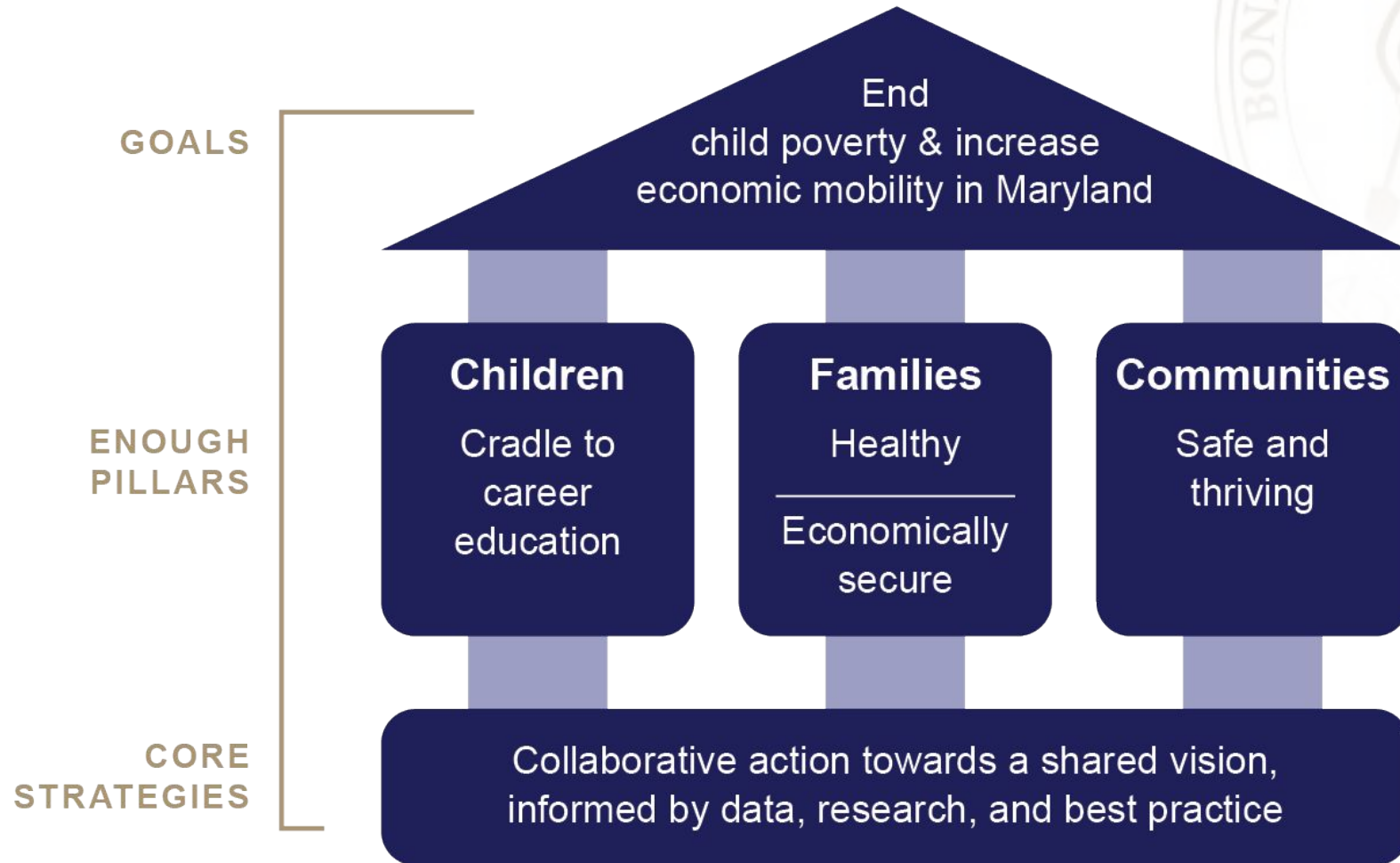
The Engaging Neighborhoods, Organizations, Unions, Governments and Households (ENOUGH) Initiative is a first-of-its-kind state-led, place-based investment strategy designed to create poverty-fighting opportunities driven by communities, data and cross-sector partnerships.

- ENOUGH Act signed into law May 9, 2024
- Administered by the Maryland Governor's Office for Children
- Whole of government approach to ending child poverty

*“Communities across Maryland will provide the vision, and the state will provide the support.”*

*- Governor Wes Moore*

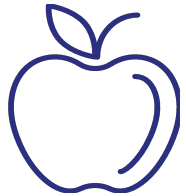
# ENOUGH Theory of Action



# ENOUGH Result Areas



**Cradle to Career Education:** Unlocking children’s potential through early care and education from birth until working in a career, specifically ensuring smooth transitions through kindergarten, middle school, and high school graduation with a pathway to college and/or career



**Healthy Families:** Ensuring community member and family access to high quality healthcare with goals of decreasing infant mortality, increasing life expectancy, and improving mental health



**Economically Secure Families:** Ensuring higher employment and entrepreneurship resulting in livable and family-sustaining wages, and stable, thriving households where families can provide for necessities, weather hard times, and build wealth



**Safe and Thriving Communities:** Creating communities where residents feel safe and where the built environment supports their ability to thrive, including through high-quality, affordable housing, a thriving commercial core, and access to recreational spaces, nutritious food, and transportation

# FY25 ENOUGH Grant Program

Purpose: Funding to eligible communities to create community-driven, cross-sector partnerships to plan and advance place-based strategies that reduce child poverty and increase economic mobility.

## Basic Eligibility Requirements:

- ✓ Lead Applicant
- ✓ Core Partners
- ✓ Community



# Lead Applicant Eligibility Requirements



Lead Applicant is called the **Community Quarterback Organization**

Community Quarterback organization may be any of the following:

- community-based organization
- non-profit organization
- local government entity
- Local Management Board
- Community Action Agency

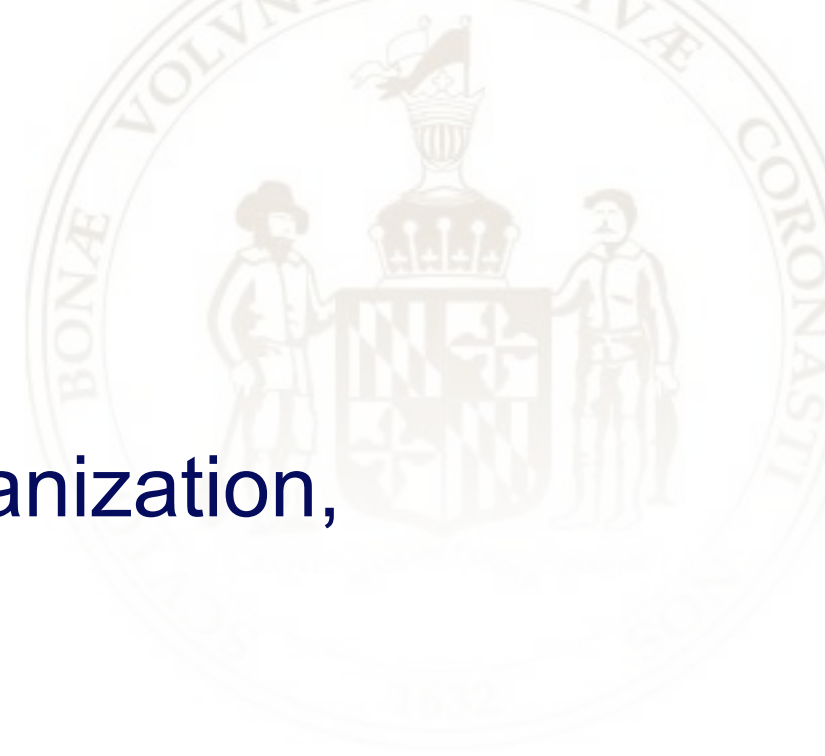


# Core Partners Eligibility Requirements



Minimum\* required partners include:

- a community-based non-profit organization,
- a local government entity, and
- a public school



*\*Expectation is that applicants will engage a **broad coalition of partners** across sectors.*

# ENOUGH Grant Program Pathway – Three Tracks of Entry

Grant Program Track	Award Amount	Project Period
Track 1: Partnership Development	\$65,000	6-12 Months
Track 2: Plan Development	\$300,000	12-24 Months
Track 3: Implementation	Up to \$5M* (FY25)	Up to 4 Fiscal Years

*\*Track 3: Implementation award is based on the number of children contributing to eligibility criteria in the proposed service geography. Proposed budget for Track 3 should include three additional years of ENOUGH funding. The Governor’s Office for Children will help Track 3 applicants identify their multi-year budget limit.*

# Qualifying Criteria to Apply for Each Grant Program Track



## MEETS COMMUNITY ELIGIBILITY CRITERIA

Communities that have at least one U.S. Census tract where more than 30% of children are living in poverty AND (2) is served by a community school with a concentration of poverty level of at least 80%



## COMMUNITY QUARTERBACK

Community-led organization with resources and capacity to lead ENOUGH activities and manage ENOUGH funds, in coordination with community partners



## PARTNERSHIP COLLABORATIVE

A robust partnership of community-led organizations representing each of the ENOUGH results areas  
  
An established partnership governance structure to ensure alignment, information sharing, and resource deployment



## COMMUNITY NEEDS ASSESSMENT

Completed needs assessment identifying assets and gaps, informed by community data and residents' input



## NEIGHBORHOOD ACTION PLAN

An action plan that leverages various funding streams to address gaps identified in the needs assessment and provide a continuum of services for the community across ENOUGH results areas

TRACK 1: PARTNERSHIP DEVELOPMENT

TRACK 2: PLAN DEVELOPMENT







TRACK 3: IMPLEMENTATION

**Tip: Use the Track Selector Tool to help identify the track to which you should apply:**  
<https://bit.ly/ENOUGHTrack>.

# Cradle-to-Career Framework

# Six Principles of Cradle-to-Career

WJWI has outlined the following six principles of neighborhood-based cradle-to-career strategies.

<b>Continuity</b> 	<b>Accountability</b> 	<b>Neighborhood-Based</b> 	<b>Systems Change</b> 	<b>K-12 Engagement</b> 	<b>Proximate Leadership</b> 
<p>Programming within a neighborhood <b>spans the full C2C continuum</b> with clear links between all developmental stages</p> <p>Services may be provided by a single organization or a collection of organizations, but they should be <b>coordinated and connected</b></p>	<p>One organization / entity is <b>accountable for all C2C outcomes within the neighborhood</b></p> <p>Though services may be delivered by multiple providers, there is a singular centralized body <b>taking responsibility across the continuum</b></p> <p>Accountable entity <b>leverages data</b> to inform outcomes</p>	<p>The programming is <b>rooted in and designed for a particular neighborhood</b> with a focus on the most historically underserved communities</p>	<p>The effort <b>engages systems leaders and leverages conditions of systems change*</b> to support the formation and sustaining of contiguous, accountable, neighborhood-based strategies</p> <p>Systems change/related efforts provide access to <b>sustainable funding</b> for efforts over time</p>	<p>The approach includes a <b>focus on K-12 education</b>, given the central role the system plays in shaping children's outcomes</p> <p>This focus may involve working to <b>influence school systems</b>, operating / partnering with a <b>K-12 school</b>, or operating / partnering with <b>afterschool, weekend, and / or summer programs</b></p>	<p>The effort is <b>led by members of the community</b> being served</p> <p>Leaders should have <b>deep connections and longstanding relationships</b> within the community</p>

# What is cradle-to-career education?

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Cradle-to-career education is defined by **comprehensive programming** that **spans the full developmental continuum through entry into a career**, with clear **links between programs serving each developmental stage**.

When fully actualized, each program or service along the continuum is evidence based and implemented with sufficient fidelity to produce developmentally appropriate outcomes.

# Why cradle-to-career education?

While the K-12 system is integral to ensuring young people's ability to succeed in college and career, we must also address factors **outside of the classroom**. Cradle-to-career educational programming provides wrap-around support that allows children to show up in school ready to learn.

High-quality programming at any given developmental stage is necessary, but not sufficient.

- **Fadeout:** The effects of a program diminish over time. Consistent, continuous, high-quality programming from cradle through college and the transition into a career protects against fadeout.
- **Sustaining environments:** Cradle-to-career approaches ensure young people have consistent access to conditions that nurture the knowledge, skills, and beliefs that they build in prior developmental phases.
- **Periods of vulnerability:** The presence of programming and services at every developmental stage also ensures that a young person will have access to support during any phase when needed.
- **Intentional redundancy:** Due to naturally occurring individual variation in children's genes, exposures, and experiences, even the most effective programs do not produce equal results for all participants. Cradle-to-career programs safeguard against anticipated variation in young people's responsiveness to offerings at any one development stage.









# What are the components of cradle-to-career education?

Cradle-to-career education includes programs and services for each phase. Each young person in your neighborhood should have the opportunity to engage with each program as they grow.

- **Parent Engagement:** Programming for parents during the prenatal through early childhood period; strategies for ongoing engagement of parents of school-aged children
- **Early Childhood:** Programming for children, birth to age 3; “3K,” or full- or part-day programming for three-year-olds focused on school readiness (for example, Early Head Start); full-day pre-K
- **Elementary, Middle, and High School:** Programming and/or services provided in school, after school (either on-site within the school building or offsite at a nearby facility), and/or during the summer
- **Post-Secondary:** Programming to support post-secondary enrollment, persistence, and/or transition to the workforce

# Considerations for implementing cradle-to-career education

<b>Continuity</b> 	<b>Accountability</b> 	<b>Neighborhood-Based</b> 	<b>Systems Change</b> 	<b>K-12 Engagement</b> 	<b>Proximate Leadership</b> 
<ul style="list-style-type: none"><li>• Which developmental phases do your cradle-to-career programs currently serve?</li><li>• Where are there gaps?</li></ul>	<p>How will the quarterback identify, coordinate, and ensure that cradle-to-career programs achieve results?</p>	<ul style="list-style-type: none"><li>• How accessible are the cradle-to-career programs in your community?</li><li>• How can you ensure that residents can engage with them, and that they are appropriately meeting the needs in your neighborhood?</li></ul>	<ul style="list-style-type: none"><li>• What other conditions or resources in your area would help facilitate cradle-to-career education?</li><li>• What state programs or funding streams could support cradle-to-career programs?</li></ul>	<ul style="list-style-type: none"><li>• How will your cradle-to-career programs interact with neighborhood schools?</li><li>• Are any of the programs provided within schools, would it be beneficial to leverage any school resources?</li><li>• How can you ensure that the programs work in tandem with neighborhood schools?</li></ul>	<ul style="list-style-type: none"><li>• Which of the cradle-to-career programs in your neighborhood are run by people who live in your neighborhood or have the most neighborhood trust and support?</li></ul>

# Prepare a Competitive ENOUGH Application

# Prepare a Competitive ENOUGH Application

- Key Components of Application
  - Clear Story About Mission of Your Organization
  - Examples of Your Local Efforts and Impact
  - Strong Vision for How ENOUGH Can Support Your Work
- Finding Community Partners and Third-Party Validators
  - Start with Local Organizations Already Supporting Your Work
  - Ask Your Current Network of Partners and Allies For Suggestions of Additional Local Groups Who Can Speak to the Impact of Your Work



# Q&A and Applicant Resources

# Applicant Support: Training Hub and Resource Library

Prospective applicants have access to a curated training hub and resource library focused on the ENOUGH qualifying criteria and result areas.



# ENOUGH Grant Program Competition Timeline



Full Application Deadline for Track 2 and Track 3	September 20, 2024
Full Application Deadline for Track 1	November 1, 2024
Award Notifications	Winter 2024
Estimated Project Start	January 2025

# NEXT STEPS: Action Items for Interested Communities



1. Sign up for the [ENOUGH Grant Program Listserv](#) to be notified of technical assistance offerings, Grant Program FAQs, and other applicant resources. You can also send an email to [ENOUGH@Maryland.gov](mailto:ENOUGH@Maryland.gov) to receive updates.



2. Visit the ENOUGH Community Eligibility Map at <https://bit.ly/ENOUGHMap> to identify eligible geographies for ENOUGH Grant Program funds.



3. Use the ENOUGH Track Selector Tool at <https://bit.ly/ENOUGHTrack> to identify the right ENOUGH Grant Program Track for your partnership based on readiness and capacity criteria.



4. Read the **Notice of Funding Opportunity (NOFO)** for detailed grant program requirements, application templates, review criteria, budget limitations, allowable costs, application formatting, and submission process.





## Follow Us



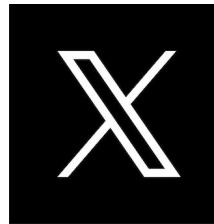
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## Contact Us

For additional questions or to request access to the ENOUGH listserv, please email us at [ENOUGH@Maryland.gov](mailto:ENOUGH@Maryland.gov).

Visit the Governor's Office for Children website for updates on the ENOUGH Grant Program Community Support offerings!

**[GOC.Maryland.gov](http://GOC.Maryland.gov)**

**We look forward to hearing from you.**



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