



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

# **ENOUGH Grant Program 101**

Prospective Applicant Webinar

July 1, 2024

# Webinar Agenda

- 1 ENOUGH Initiative and Priority Result Areas**
- 2 Grant Program Eligibility**
- 3 Three Grant Tracks and Requirements**
- 4 Timeline and Application Process**



# ENOUGH Initiative and Result Areas

# 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.

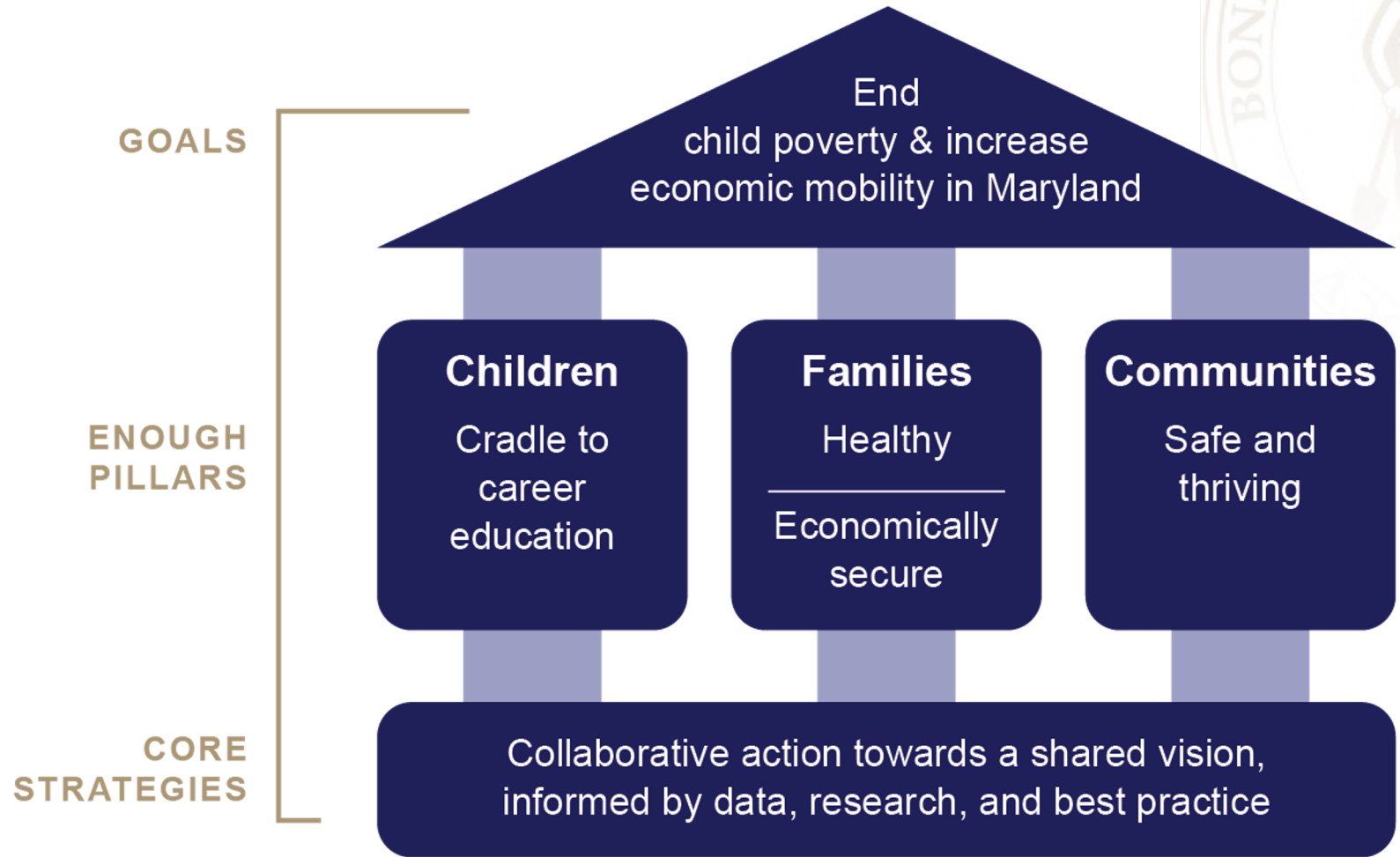
- ENOUGH Act signed into law May 9, 2024
- Administered by the Maryland Governor's Office for Children
- Whole of government approach to ending child poverty

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

*- Governor Wes Moore*

# ENOUGH Theory of Action

1

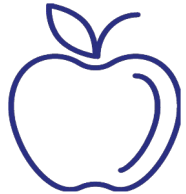


# ENOUGH Result Areas

1



**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

# Grant Program Eligibility

# FY25 ENOUGH Grant Program

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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

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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
- 
- Should have deep relationships in the focus community and the capacity to drive implementation across multiple, cross-sector partners
  - Presumed to be responsible for compliance, reporting, and financial stewardship of the grant award, but a separate Fiscal Sponsor organization is permitted

# 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.*

# Community Eligibility Requirements



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**Eligible communities are those that:**

1. Include at least one U.S. Census tract with **more than 30% of children living in poverty**

**AND**

2. Are served by a **community school** with a concentration of **poverty level of at least 80%**

**Tip: Use this interactive, searchable map to identify ENOUGH eligible communities: <https://bit.ly/ENOUGHMap>**

# Three Grant Tracks and Requirements

# ENOUGH Grant Program Pathway – Three Tracks of Entry

3

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.*

# ENOUGH Grant Program Pathway – Three Tracks of Entry

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## Track 2: Plan Development

- Map Assets and Identify Local Needs
- Engage and Respond to Community
- Establish Priorities
- Design Neighborhood Action Plan

## Basic Eligibility

Lead Applicant  
Core Partners  
Community



Goal  
Fully Executed  
**Neighborhood  
Action Plan**

## Track 1: Partnership Development

- Engage Broad Cross-Sector Partners
- Formalize Partnering Agreements
- Review Existing Data with Community

## Track 3: Implementation [Multi-Year]

- Launch Neighborhood Action Plan
- Identify and Braid Leveraged Funding
- Formalize Progress Monitoring, Improvement, and Accountability



# Qualifying Criteria to Apply for Each Grant Program Track

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## 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>.**

# Track 1: Partnership Development

Maximum Award	\$65,000
Number of FY25 Awards	Up to 10
Project Period	6-12 Months



3

## Grant Activities

- Build capacity of the Community Quarterback Organization
- Create processes and structures to formalize partnership accountability and resource alignment
- Analyze existing local data
- Convene partners and drive consensus towards a shared vision
- Engage community in planning and examination of local data



## Track 2: Plan Development

Maximum Award:

\$300,000

Number of FY25 Awards:

Up to 7

Project Period:

12-24 Months



3

### Grant Activities

- Conduct community needs assessment and asset mapping
- Engage and respond to community leaders and residents
- Formalize and/or refine community engagement and governance structures to align with emerging priorities
- Refine partnership MOU and data sharing agreements
- Create **Neighborhood Action Plan** aligned with all four (4) ENOUGH Result Areas

# Track 3: Implementation

Maximum Award:

Up to \$5M\* in Year 1

Number of FY25 Awards:

Up to 3

Project Period:

4 Fiscal Years

## Grant Activities

- Launch **Neighborhood Action Plan**
- Identify and leverage additional public and private funding
- Formalize progress monitoring, quality improvement, and community accountability systems and processes

*\*Funding for Track 3 is based on the number of children contributing to eligibility criteria in the proposed service geography. Applicants considering Track 3: Implementation who submit a Notice of Intent to Apply by July 19, 2024, will be provided a maximum budget request and potential distribution schedule for the four-year project period by early August 2024.*



## ENOUGH Requirement: Community Leadership

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- Authentically engage community members living and working in the identified community or geographic area
- Analyze data in consult with community members and integrate qualitative data from a variety of local perspectives
- Neighborhood Action Plans must describe structures, norms, processes and protocols that promote accountability to community members, particularly those with lived experience proximate to the issues being addressed


# ENOUGH Requirement: Community Leadership

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**Inform**


Community provides information to help you understand the issues, find solutions, and discover opportunities.



"We will keep you informed of our work."

**Consult**

Community gives you specific feedback on alternatives, analyses, or decisions.



"We will offer you our ideas and listen to your input as we make decisions."

**Involve**

Partnerships engage community to ensure goals, concerns and alternatives are considered and understood.



"You have opportunities to provide input at multiple stages of the process. We will let you know how your involvement influences our decisions."

**Collaborate**


Partnerships and community members work together, sharing information and some power in all aspects of the decision-making process to reach a shared goal.



"You have a seat at the table and are involved throughout the change process. Together, we will partner in creating and implementing decisions."

**Shift Ownership**

Community members/ youth and families provide information, find solutions and discover opportunities.



"Your decisions will drive the work. You have power and resources to create change."

*Adapted from the International Association for Public Participation*

# ENOUGH Requirement: Cross-Sector Partnership

3





# ENOUGH Requirement: Data-Driven Design and Evaluation 3

- All grantees will be required to contribute to, and participate in, the GOC's comprehensive evaluation of the ENOUGH Grant Program
- Applicants who submit a Notice of Intent to Apply by July 19, 2024, will receive a community-specific Data Dashboard in August 2024
- Applicants and grantees are expected to examine local data disaggregated by race/ethnicity to identify systemic inequities and strategically focus ENOUGH investments



# Timeline and Application Process

# ENOUGH Grant Program Competition Timeline

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**Notice of Intent to Apply Due for All Tracks**

**July 19, 2024**

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



# ENOUGH Grant Program Application Materials

4

Application Materials	Track 1	Track 2	Track 3
Application Cover Page [Form]	Required	Required	Required
Project Narrative	15 Pages	20 Pages	25 Pages
Line-Item Budget and Narrative	Required	Required	Required
Leadership Team Table	Required	Required	Required
Partner Organizations Table	Required	Required	Required
Letters of Commitment from Required Partners	Required	Required	Required
Preliminary Community Needs Assessment	Optional	Required	N/A
Project Work Plan	N/A	Required	Required
Memorandum of Understanding/Agreement	N/A	Required	Required
Comprehensive Asset Mapping and Needs Analysis	N/A	N/A	Required
Logic Model for Neighborhood Action Plan	N/A	N/A	Required
Evidence Based Programs Table	N/A	N/A	Optional
Additional Supporting Documents (See NOFO)	Optional	Recommended	Required

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# Notice of Funding Opportunity (NOFO)

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# Applicant Support: Community Training and Tools

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The Maryland Governor's Office for Children, along with a robust network of Maryland-based civic, philanthropic, and capacity-building organizations and national thought partners, will be with ENOUGH communities EVERY step of the way as they move from **partnership** to **planning** to **implementation**.

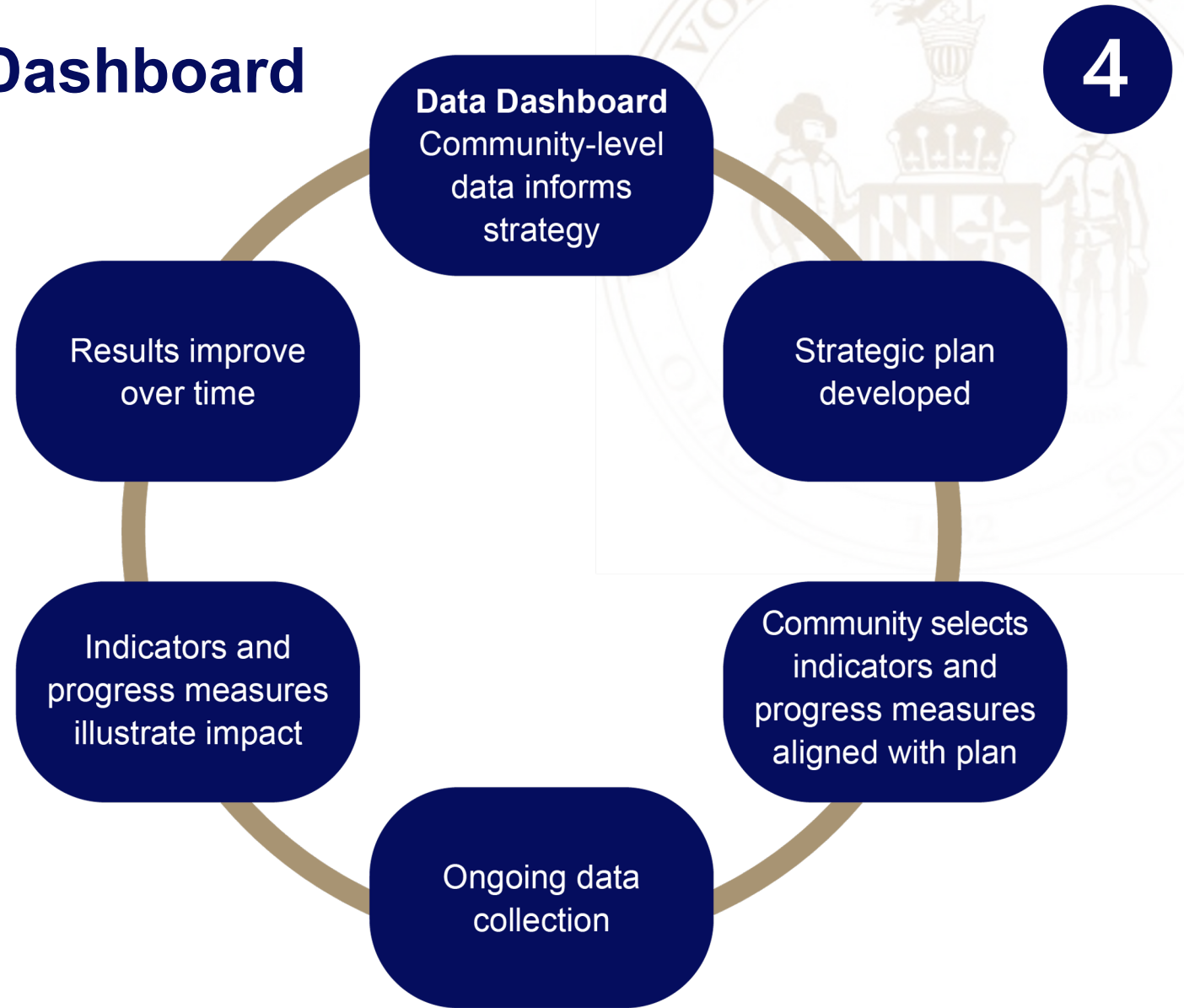
Together, we will connect communities with the tools, insights, and expertise they need to successfully lead this work.



# Applicant Support: Data Dashboard

Each community that submits a **Notice of Intent to Apply** will receive a pre-populated data dashboard that identifies indicators and metrics associated with each of the four (4) ENOUGH Result Areas *specific to their focus community*.

This data will help communities **identify strategic priorities, establish benchmarks for measuring progress, and demonstrate impact.**



# Applicant Support: Training Hub and Resource Library

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

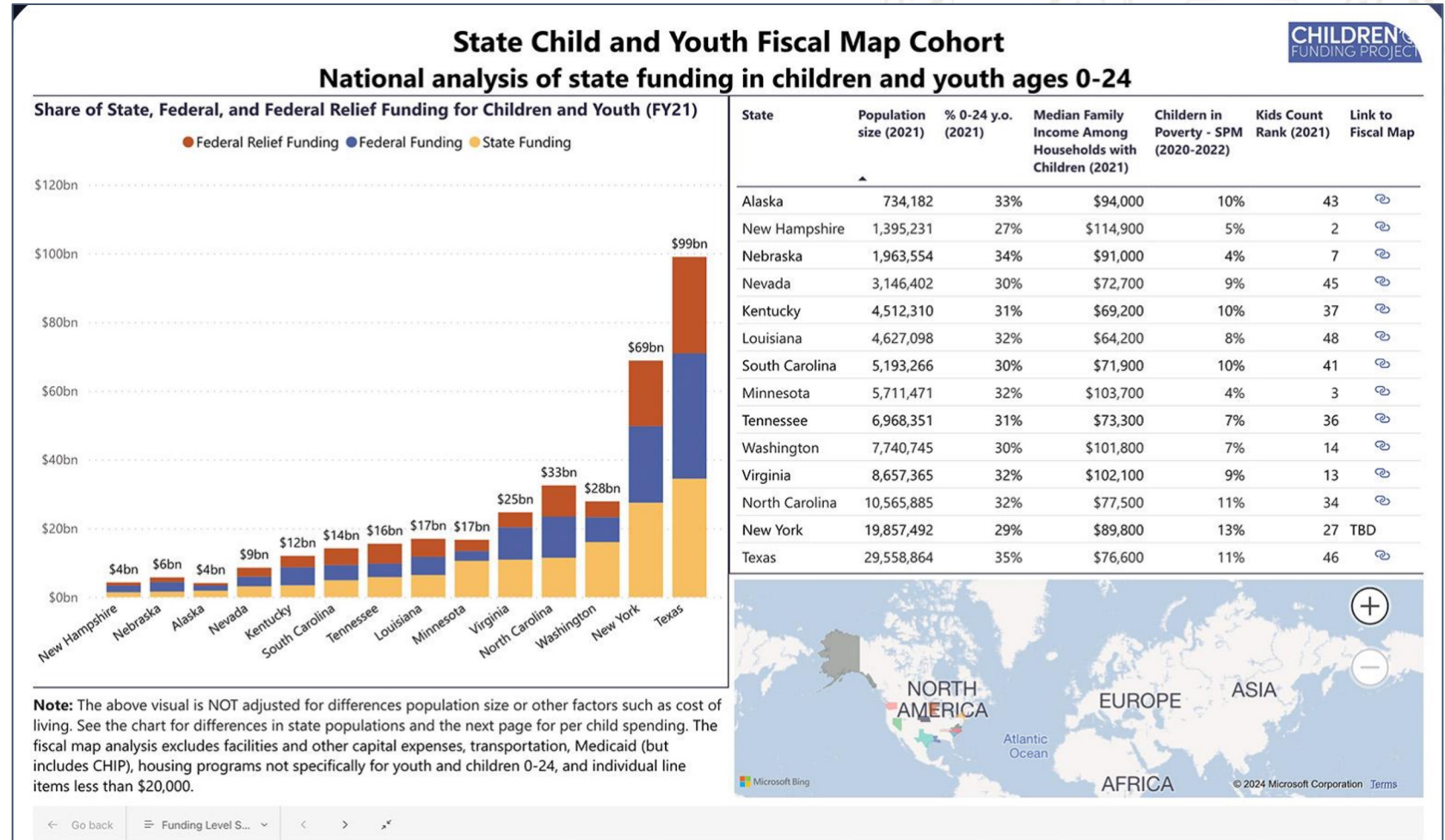




# Grantee Support: Fiscal Mapping to Maximize Investment

The Governor’s Office for Children (GOC) is building a publicly available **fiscal map** that will include federal, state, local, and private resources available for children, youth and families in Maryland.

ENOUGH grantees can use this resource to identify new funding opportunities and braid revenue streams to support ENOUGH program sustainability.



# ENOUGH Grant Program Technical Assistance Webinars\*

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Webinar Date	Topic
<b>Pre-Recorded Webinars</b>	
Available Now	ENOUGH Grant Program 101: Funding Opportunity Details and Application Requirements
Coming Soon	ENOUGH Training Hub Registration and Navigation
Coming Soon	ENOUGH Impact: Result Areas + Data Dashboard
Coming Soon	ENOUGH Budget Template + Budget Narrative Guidance
Coming Soon	ENOUGH Proposal Submission: Demonstration and Guide
<b>July Live Webinars</b>	
July 9 (Tues) 10-11am ET	ENOUGH Track Selection and Planning: Deep Dive into Track Requirements and Review Criteria
July 17 (Wed) 1-2pm ET	Partners for Rural Impact: Preparing an ENOUGH Application for Rural Communities
July 18 (Thurs) 10-11am ET	Purpose Built Communities: Where to Begin? Resident Leadership + Community Quarterback Organization
July 23 (Tues) 1-2pm	William Julius Wilson Institute at Harlem Children's Zone: Place-Based Support for Cradle-to-Career Education

*\*Subject to change. Sign up for ENOUGH alerts to be informed of the latest technical assistance offerings.*

# ENOUGH Grant Program Technical Assistance Webinars\*

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Webinar Date	Topic
July 24 (Wed) 10-11am ET	Purpose Built Communities: The Role of Neighborhood Transformation and Housing in Safe and Thriving Communities
July 25 (Thurs) 11am-12pm ET	StriveTogether: Partnership Norms and Agreements for Successful Cross-Sector Collaboration
July 30 (Tues) 1-2pm ET	Results for America: Identifying and Adapting Evidence-Based Programs
July 31 (Wed) 1-2pm ET	Partners for Rural Impact: ENOUGH for Rural-Serving Local Management Boards [Open to all applicants]
TBD	Health Leads: Community-Driven Strategies for Health Equity
<b>August Live Webinars</b>	
August 1 (Thurs) 10-11am ET	William Julius Wilson Institute at Harlem Children’s Zone: Engaging Community in Needs Assessment and Asset Mapping
August 2 (Fri) 10-11am ET	Results for America: Working with Government for Local Management Boards [Open to all applicants]
August 7 (Wed) 11am-12pm ET	StriveTogether: Data Sharing 101 + Best Practices for Effective Data Agreements

*\*Subject to change. Sign up for ENOUGH alerts to be informed of the latest technical assistance offerings.*

# 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.





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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**

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



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