



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



PURPOSE
BUILT
COMMUNITIES

ENOUGH Grant Program

Purpose Built Communities: Where to Begin?

Resident Leadership + Community Quarterback Organization

July 18, 2024

Webinar Agenda

- 1 ENOUGH Grant Program Overview**
- 2 Neighborhood Revitalization (PBC)**
- 3 Q&A and Applicant Resources**



ENOUGH Grant Program Overview

ENOUGH Initiative

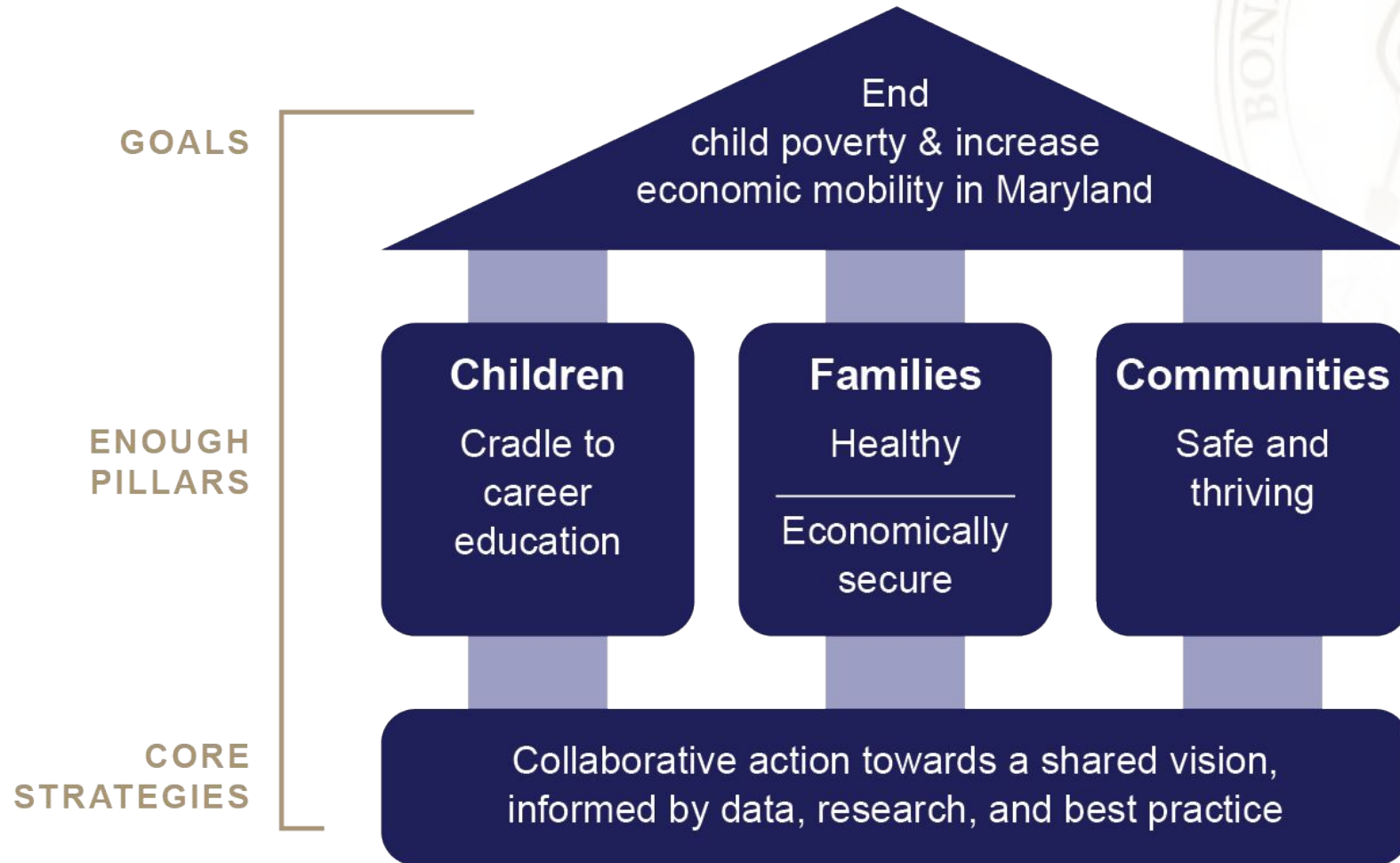
The Engaging Neighborhoods, Organizations, Unions, Governments and Households (ENOUGH) Initiative is a first-of-its-kind state-led, place-based investment strategy designed to create poverty-fighting opportunities driven by communities, data and cross-sector partnerships.

- 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

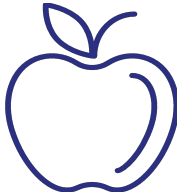
ENOUGH Theory of Action



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

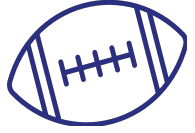
FY25 ENOUGH Grant Program

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

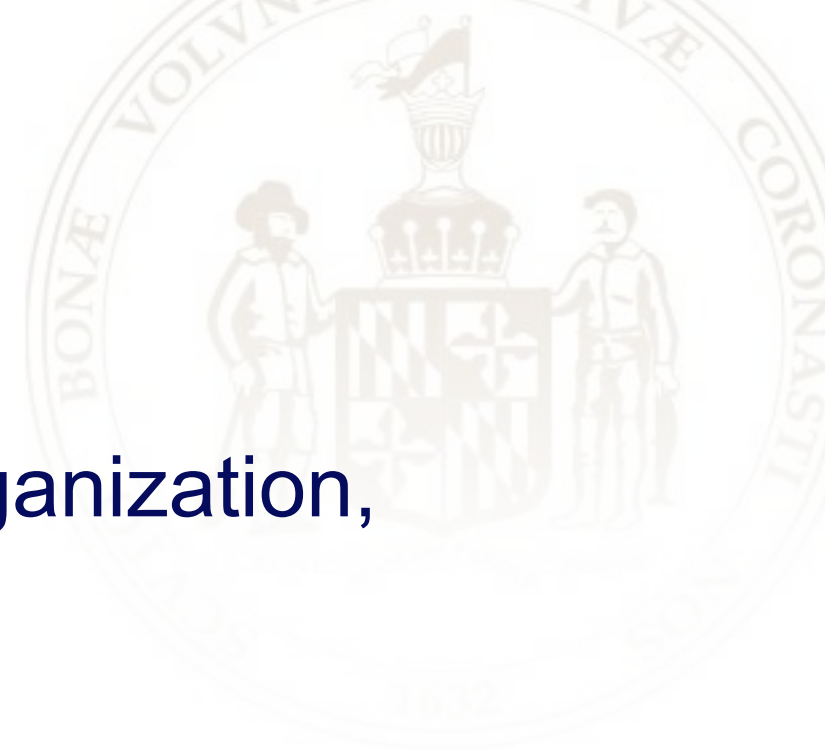


Core Partners Eligibility Requirements



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>.

Purpose Built Communities: Revitalizing Neighborhoods from the Inside Out

Purpose Built Communities: Revitalizing neighborhoods from the inside out through our resident-centered model



Purpose Built Communities was founded to advance opportunity and prosperity in neighborhoods so that every resident has equal access to the American dream



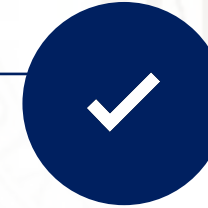
MISSION:

Purpose Built Communities combines the best of practice, policy, and research in housing, education, community wellness, and economic vitality to help neighbors and local leaders deliver transformation to create pathways to prosperity for all residents. This approach makes it possible for residents to experience greater racial equity, improved health outcomes, and increased upward mobility in their neighborhoods.



VISION:

Purpose Built Communities envisions an America where every neighborhood serves as a pathway for opportunity and prosperity for the people who call it home.



VALUES:

POSSIBILITY: Our purpose is proving the possible, not settling for the probable.

IMPACT: We take action and build bridges to create lasting impact.

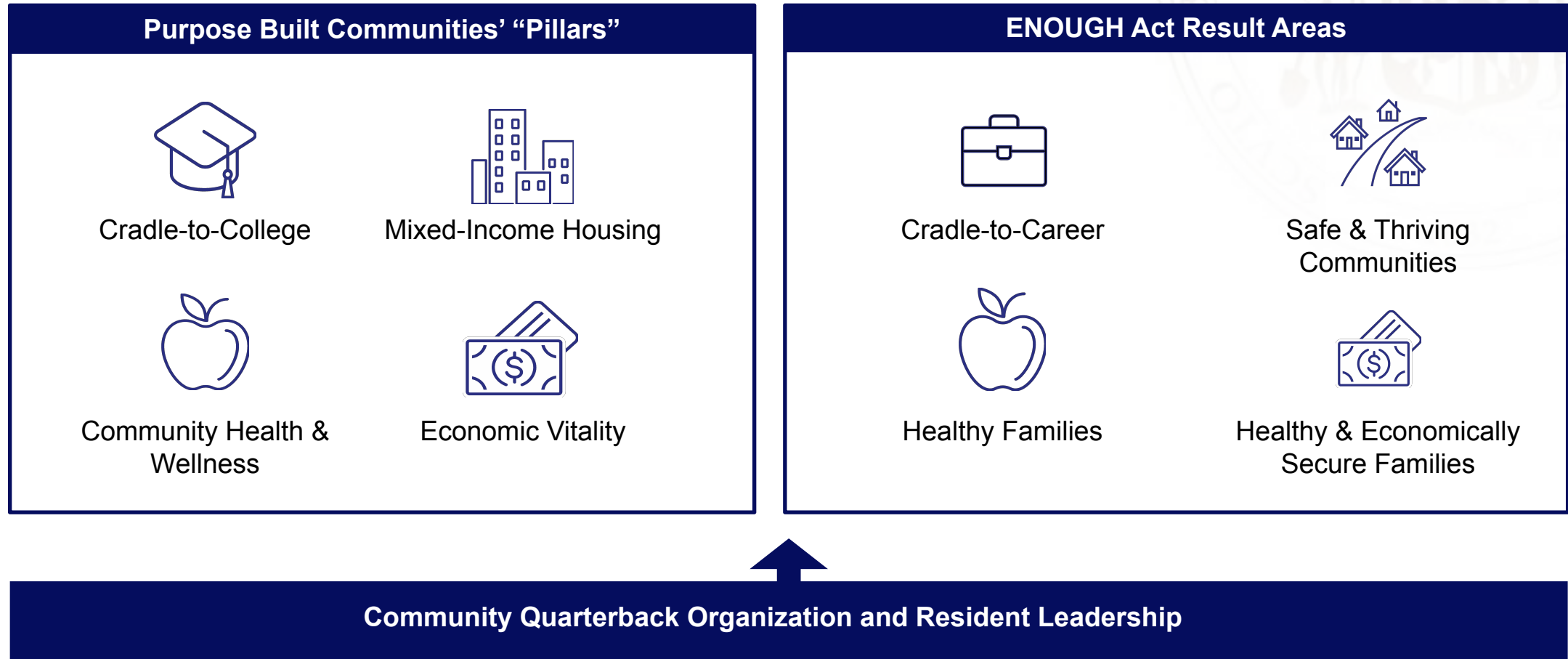
COMMUNITY: We cultivate connected, mutually contributing communities.

EQUITY: We ground our work in the foundational beliefs that race and place matter.

Our proven model provides a roadmap to greater racial equity, community health, and economic power in neighborhoods



The ENOUGH Act Result Areas align with the pillars of our model



Community Quarterbacks set the vision and strategy and we connect them to foundational elements that lead to lasting transformation

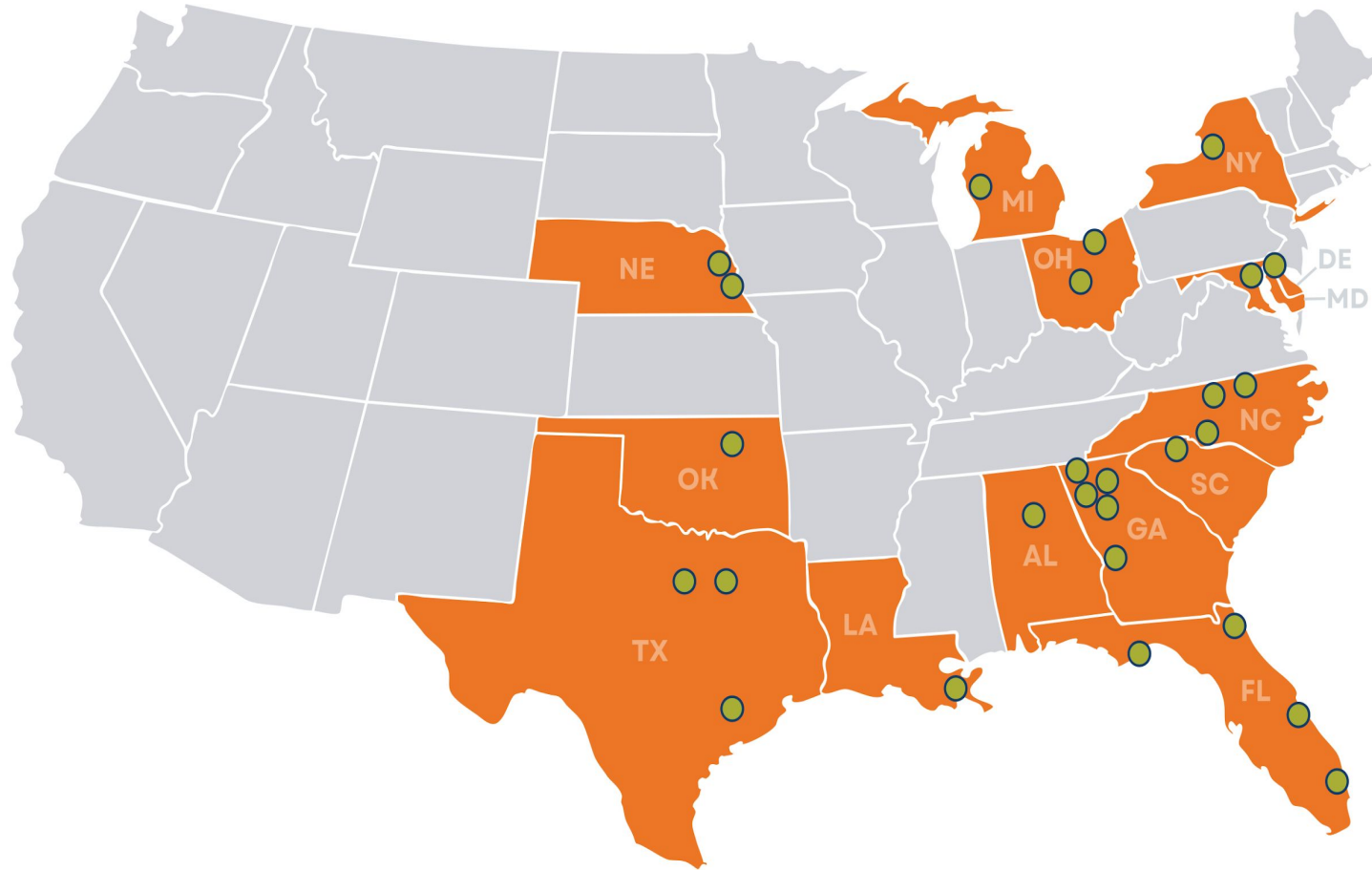
COMMUNITY QUARTERBACK:

- **Creates a focused vision by centering resident leadership, voices, and perspectives**, defining "place" and ensuring the concept of the "neighborhood has clear geographic boundaries
- **Designs and integrates strategies** across all pillars, **aligning key partners to deliver on these strategies**, and monitoring, measuring, and problem-solving impact over time to continuously improve outcomes
- **Ensures sustainability by maintaining a long-term commitment** (patience) to the process, continuing to build and rebuild trust over time through transparency at all stages, and pursuing ongoing resident engagement

PURPOSE BUILT COMMUNITIES:

- Connects Community Quarterbacks to the **wealth of experience and knowledge sharing** across the Purpose Built Communities network via our **community of practice**
- Provides access to **pro-bono support across a suite of services every step of the way** from Purpose Built Communities neighborhood revitalization practitioners and experts
- **Amplifies Community Quarterback's efforts** to help them realize the vision of the neighborhood with collaborative efforts for systems-change at the policy level

Our map of current Network Members, which includes more than 25 Community Quarterbacks



ALABAMA
Birmingham, AL: Woodlawn United

DELAWARE
Wilmington, DE: REACH Riverside

FLORIDA
Jacksonville, FL: LIFT JAX
Orlando, FL: Lift Orlando
Tallahassee, FL: South City Foundation
West Palm Beach, FL: Northend RISE

GEORGIA
Atlanta, GA: East Lake Foundation
Atlanta, GA: Focused Community Strategies
Atlanta, GA: Grove Park Foundation
Columbus, GA: The Mill District
Rome, GA: South Rome Alliance

LOUISIANA
New Orleans, LA: Bayou District Foundation

MARYLAND
Baltimore, MD: Cherry Hill Strong

MICHIGAN
Grand Rapids, MI: Amplify GR

NEBRASKA
Omaha, NE: Canopy South
Omaha, NE: Seventy Five North Revitalization Corp.

NEW YORK
Syracuse, NY: Blueprint 15

NORTH CAROLINA
Charlotte, NC: Renaissance West Community Initiative
Raleigh, NC: Southeast Raleigh Promise
Winston-Salem, NC: Boston-Thurmond United

OHIO
Cleveland, OH: Burten, Bell, Carr Development, Inc.
Columbus, OH: Partners Achieving Community Transformation (PACT)

OKLAHOMA
Tulsa, OK: Growing Together

SOUTH CAROLINA
Spartanburg, SC: Northside Development Group

TEXAS
Dallas, TX: Forest Forward
Fort Worth, TX: Renaissance Heights United
Houston, TX: Connect Community

Becoming a Community Quarterback requires dedicated leadership, partnership, and long-term commitment to residents

Key aspects of a successful Community Quarterback:

- Strong organizational foundation (existing entity or create a new organization)
- Develop a solid strategic plan, financial and legal independence and
- High-capacity executive and board leadership
- Must have grass roots and grass tops representation

Leveraging Partnerships:

- Asset Mapping (Advisory or Steering committee groups)
- Long-term commitment: time, patience and trust
- Resources: Time, Talent and Treasure

Centering Residents and Community:

- Engaged residents are actively involved in developing and implementing the community transformation plan
- Difference between Neighborhood Association vs Separate Entity focused on a transformational plan
- Leadership development and training
- Decision Makers

To achieve the desired outcomes of our model – improved racial equity, health, and economic mobility - residents must be seen, heard, and centered



The hopes and dreams of legacy residents must guide revitalization in order to achieve deep and durable pathways to prosperity.

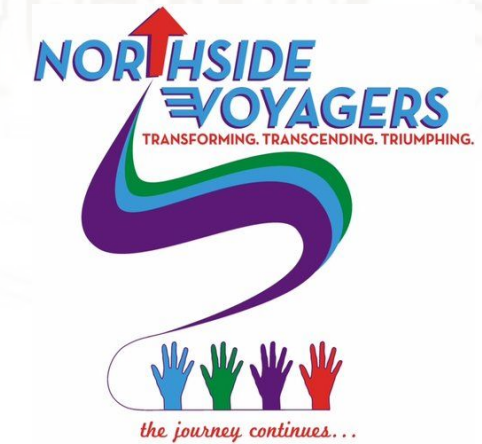
Gentrification is all too common in urban revitalization, and changes can result in a waste of resources if they are not aligned with what the community is calling for.

Community-led neighborhood revitalization—where local leaders sit in the driver's seat—ensures that residents are supported, not supplanted.

Northside

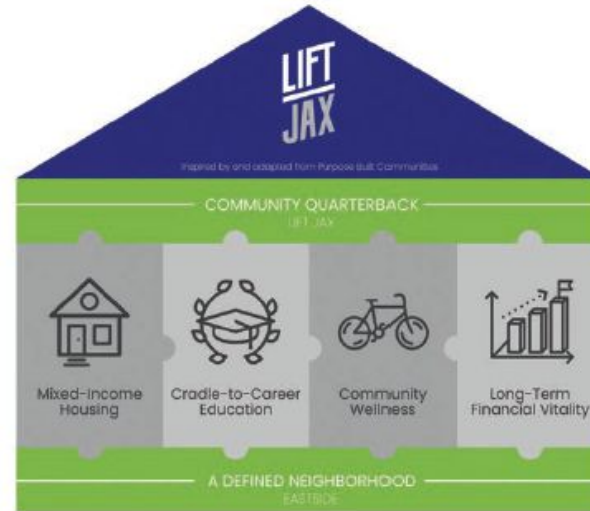
- Board Representation embedded in Community Quarterback bylaws.
- The Northside Voyagers formed as a resident leadership team passionately and genuinely interested in the continued growth and betterment of the Northside community. Along with the Northside Development Group and our partners, we envision an all-inclusive community dedicated to prosperity and empowerment through partnerships.
- The mission of the Northside Voyagers is changing the community one brick at a time, while remembering its rich and diverse history.

The Voyagers are separate resident leadership group different than the Neighborhood Association, established to lead the development and implementation of the Northside neighborhood's master plan.



Lift Jax

- Through the leadership of Suzanne Pickett of the Historic Eastside CDC, a long-standing community-based organization helped to engage resident leaders that would need to be involved in the planning and visioning.
- The Community Quarterback (CQB) leadership both live in the community. CQB has ongoing engagement and created resident serving services. They were able to leverage an existing credible community organization to build relationships with key resident leaders.
- In 2023, Historic Eastside was added to National Register of Historic Places



LIFT JAX



▲ In 2022, we celebrated the groundbreaking of this monumental project alongside Eastside residents and partners.

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

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

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** 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



Instagram



facebook.

Contact Us

For additional questions or to request access to the ENOUGH listserv, please email us at 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.



THE OFFICE OF GOVERNOR
WES MOORE

GOVERNOR'S OFFICE FOR CHILDREN

[GOC.MARYLAND.GOV](https://goc.maryland.gov)