

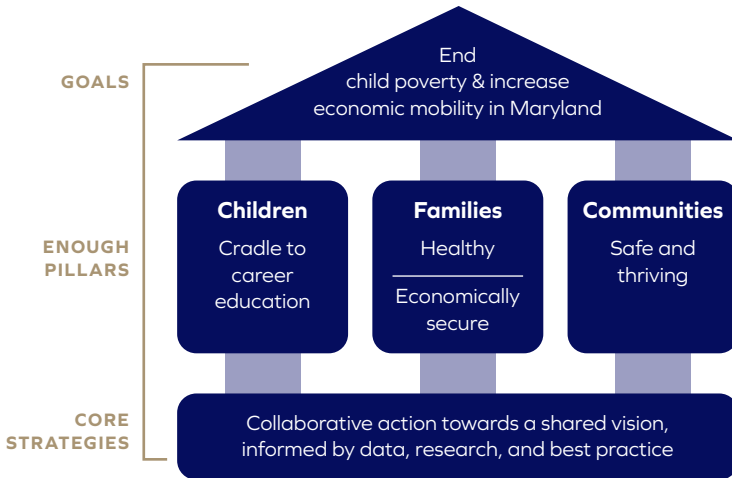


# ENOUGH INITIATIVE

For too long, **concentrated, generational child poverty** has persisted in communities across the state of Maryland and denied many children the ability to fulfill their full potential and determine their own future.

The **Engaging Neighborhoods, Organizations, Unions, Governments and Households (ENOUGH)** initiative is the first-of-its-kind state-led, place-based strategy to create poverty fighting opportunities driven by communities' lived experience and expertise, **data and cross-sector partnerships**. ENOUGH will surge resources into communities that have been disproportionately impacted by systems and policies that limit wealth creation and economic mobility. As Governor Moore says, **"there's a measure of intentionality that drives concentrated poverty – so there needs to be a measure of intentionality in how we're going to address it."**

## ENOUGH THEORY OF ACTION



## FY25 ENOUGH FUNDING OPPORTUNITIES

Winning proposals will receive a mix of public and private investment. In the first year, Maryland will invest \$20 million into the ENOUGH Initiative. Program participants will also receive support as they seek additional local, state, federal, and private resources aligned with their community's vision and strategic plan.

The ENOUGH Grant Program includes (3) three tracks. Communities should review the eligibility criteria of each track to determine which aligns with their level of readiness. As communities engage in the work, they will have the opportunity to progress from one track to the next over time.

## ENOUGH QUALIFYING CRITERIA

|  |  |   |   |  |
|--|--|---|---|--|
|  <p><b>MEETS COMMUNITY ELIGIBILITY CRITERIA</b></p> <p>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%</p> |  <p><b>COMMUNITY QUARTERBACK</b></p> <p>Community-led organization with resources and capacity to lead ENOUGH activities and manage ENOUGH funds, in coordination with community partners</p> |  <p><b>PARTNERSHIP COLLABORATIVE</b></p> <p>A robust partnership of community-led organizations representing each of the ENOUGH results areas</p> <p>An established partnership governance structure to ensure alignment, information sharing, and resource deployment</p> |  <p><b>COMMUNITY NEEDS ASSESSMENT</b></p> <p>Completed needs assessment identifying assets and gaps, informed by community data and residents' input</p> |  <p><b>NEIGHBORHOOD ACTION PLAN</b></p> <p>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</p> |
|--|--|---|---|--|



## TRACK 2: PLAN DEVELOPMENT (up to 7 awards; approximately \$300,000 each\*)

\*The actual number of awards will be based on a number of factors, including formula-driven budgets, quality of applications, and funds available.

### To apply for an ENOUGH Plan Development Grant, communities must:



**Meet Community Eligibility Criteria:** Communities that have at least one U.S. Census tract where **more than 30% of children are living in poverty** and are served by a **community school** with a concentration of poverty level of **at least 80%** are eligible to apply. You can view an interactive map and list of eligible communities across Maryland here: <https://bit.ly/ENOUGHMap>.



**Have an established set of core partnerships and a Lead Partner (known as the “Community Quarterback”):** Applicants must document an established **partnership** of collaborators which includes: at least **one** community-based non-profit organization, **one** local government entity, and **one** local public school; Community Quarterbacks will serve as the lead applicant for the ENOUGH Grant Program and are responsible for coordinating across partner organizations, as well as developing partnership structures and processes to better organize across the community to end child poverty. The Community Quarterback organization is presumed to be responsible for compliance, reporting, and financial stewardship of the grant award, but a separate Fiscal Sponsor organization is permitted.



**Have a robust partnership structure:** In addition to the core partners, applicants must have a solidified partnership collaborative including organizations that center community voice and have expertise in each of the ENOUGH pillars and a partnership governance structure for aligning partners, tracking and sharing data, and deploying resources.

### Funded Activities:

Track 2: Plan Development grantees will work with partners (non-profits, anchor institutions, schools, local governments, unions, philanthropy, residents, etc.) to conduct community asset mapping and needs assessments, and build a neighborhood action plan to end child poverty tailored to local needs and assets.

### Community Supports:

ENOUGH Grant Program recipients will receive robust support. Supports will include, but are not limited to:

- Resource hub with trainings from experts on best practices and a data dashboard to aid communities in identifying assets and needs and making data-driven decisions
- Hands-on training and technical assistance from local and national experts, place-based state government staff, and relevant state agencies
- Support identifying and applying for private and public funding opportunities aligned with community needs and priorities.

### Competition Timeline:

|  |                     |
|--|---------------------|
| ENOUGH Grant Application Guidance Released:        | July 1, 2024        |
| Notice of Intent to Apply Due for All Tracks:      | July 19, 2024       |
| Pre-Application Technical Assistance:              | July–September 2024 |
| Full Application Deadline for Track 2 and Track 3: | September 20, 2024  |
| Full Application Deadline for Track 1:             | November 1, 2024    |
| FY2025 ENOUGH Grant Estimated Start Date:          | Winter 2025         |

*“This is an opportunity to leverage additional resources of capital. This legislation will channel private, philanthropic, and state resources to communities with the highest rates of generational poverty.”*

**- Governor Wes Moore**

### How to Apply:

To receive the Notice of Funding Opportunity (NOFO) when it is released and other timely updates on the ENOUGH Grant Program competition, email the Governor’s Office for Children ENOUGH Support Team at [ENOUGH@maryland.gov](mailto:ENOUGH@maryland.gov) with the subject line “ENOUGH NOFO.”