



THE OFFICE OF GOVERNOR  
**WES MOORE**

GOVERNOR'S OFFICE FOR CHILDREN

# **ENOUGH Track Selector and Planning: Deep Dive into Track Requirements and Review Criteria**

Prospective Applicant Webinar

July 9, 2024

# Webinar Agenda

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**ENOUGH Initiative Overview**

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**ENOUGH Grant Program Track Selector**

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# ENOUGH Initiative Overview

# ENOUGH Initiative

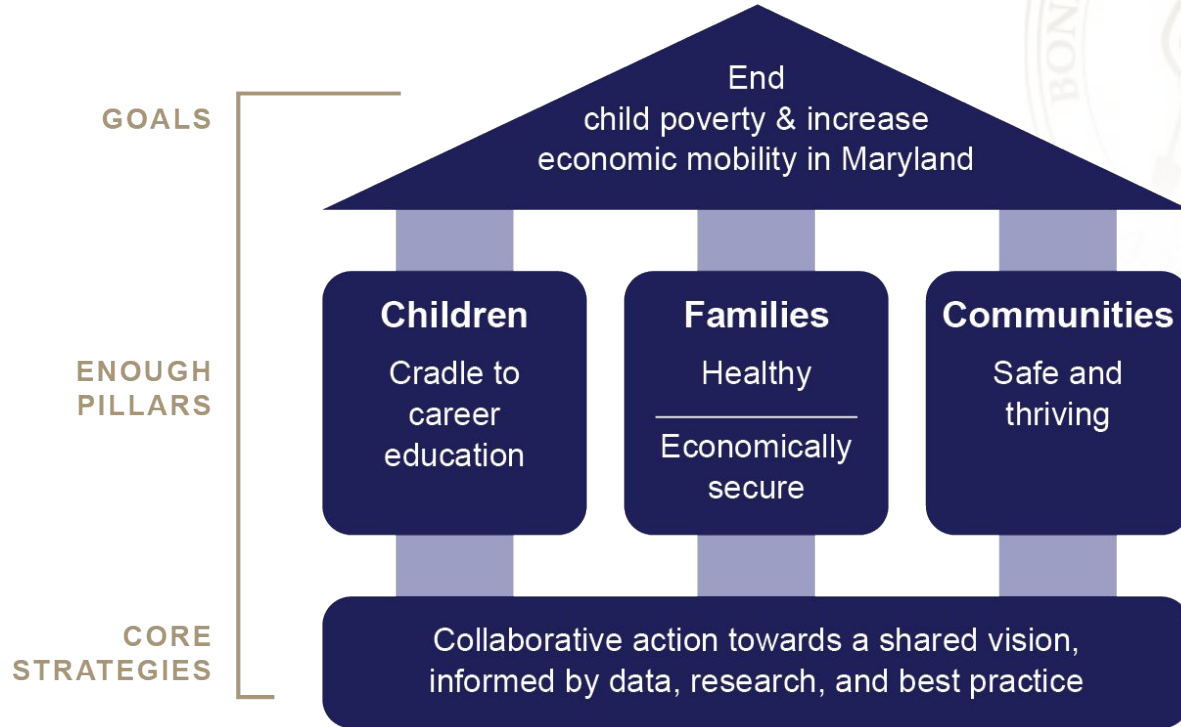
1

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

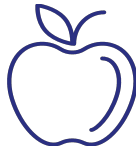


# ENOUGH Result Areas

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

# FY25 ENOUGH Grant Program

1

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

# ENOUGH Grant Program Pathway – Three Tracks of Entry 1

## 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



# **ENOUGH Grant Program Track Selector**

# ENOUGH Grant Program Track Selector

2

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



MEETS COMMUNITY  
ELIGIBILITY CRITERIA



COMMUNITY  
QUARTERBACK



PARTNERSHIP  
COLLABORATIVE



COMMUNITY NEEDS  
ASSESSMENT



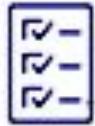
NEIGHBORHOOD  
ACTION PLAN

TRACK 1: PARTNERSHIP DEVELOPMENT

TRACK 2: PLAN DEVELOPMENT

TRACK 3: IMPLEMENTATION

# Meeting Community Eligibility Criteria



**Eligible communities are those that:**

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

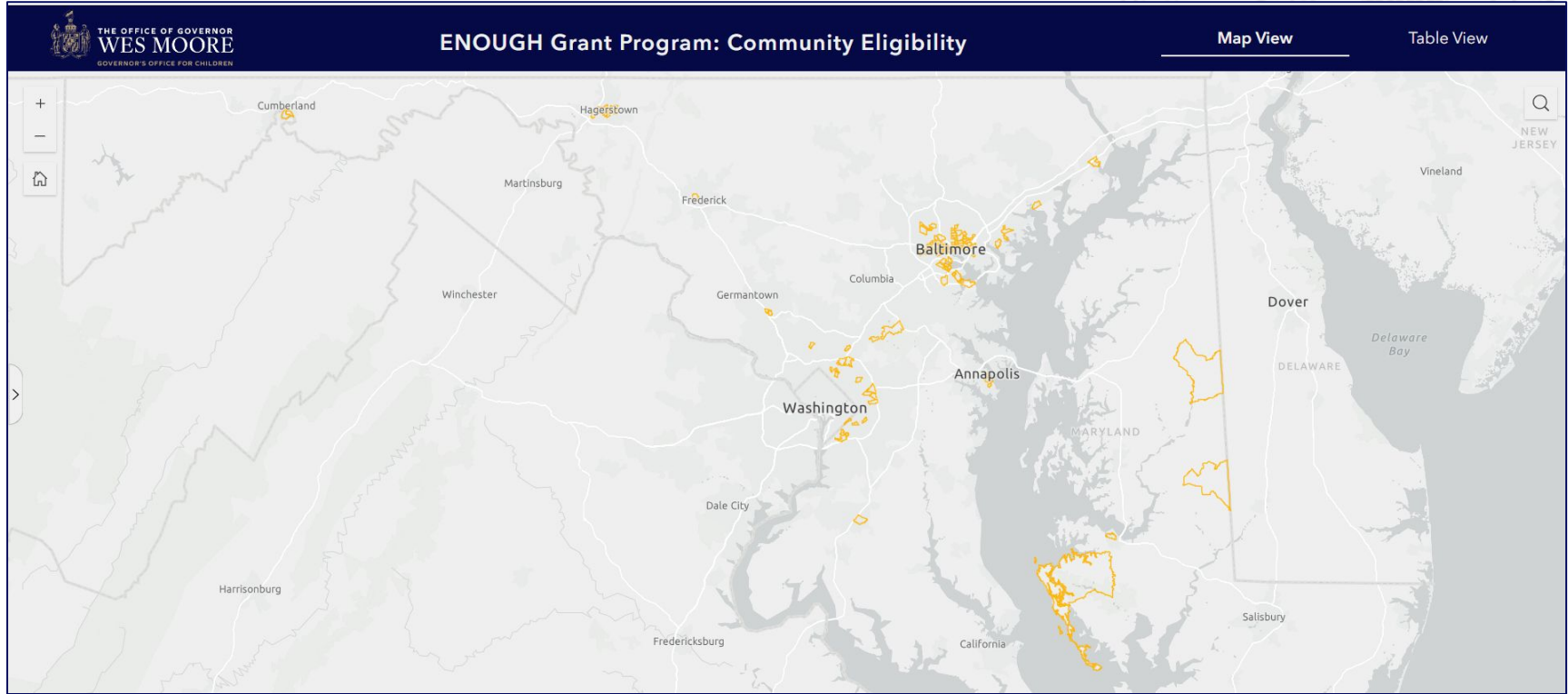
**AND**

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>**

# Meeting Community Eligibility Criteria

2



# Community Quarterback Eligibility Requirements

2



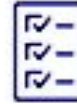
The **Community Quarterback Organization** is the Lead Applicant

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

# Track 1: Partnership Development

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



2

## 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

# Partnership Collaborative Eligibility Requirements

2



Minimum\* required partners include:

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

Do you have a formal partnering agreement (MOU) signed by a broad coalition of collaborating partners?

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

# ENOUGH Requirement: Cross-Sector Partnership

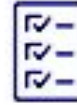
2





## Track 2: Plan Development

Maximum Award:	\$300,000
Number of FY25 Awards:	Up to 7
Project Period:	12-24 Months



2

### 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

# Asset Mapping and Needs Assessment

2



Have you conducted comprehensive asset mapping and do you have a completed community needs assessment?

**Asset Mapping:** A process where a community's strengths are specifically identified, described, and often (but not always) visualized geographically on a map. Some examples of assets that can be included on an asset map are:

- Physical assets, such as lands, transportation systems, and buildings;
- Economic assets, such as what the citizens in the community produce and consume; and/or
- Stories that reflect the history of the community

**Community Needs Assessment:** The process by which information and data is gathered regarding the needs of a community. Assessments are conducted to determine specified needs and strengths which leads to the identification of solutions and the development of action steps.

# Neighborhood Action Plan

2



**Neighborhood Action Plan:** A community-driven, place-based plan of action that was developed based on a comprehensive asset mapping and needs analysis, including an assessment of physical, behavioral, mental health, education, housing, economic, and safety needs of the community.

A Neighborhood Action Plan should include:

1. Immediate action items and long-term goals for the community;
2. Geographic boundaries for requested state investment;
3. Evidence-based strategies and interventions that are tied to clear outcome metrics across ENOUGH Result Areas;
4. Processes for ongoing progress monitoring, ensuring mutual accountability, and engaging community leadership;
5. Identification of the community-based organizations, municipal entities, and anchor institutions engaged in the planning process and their proposed roles for implementation; and
6. Evidence that residents were actively involved in developing the plan.

# 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.*

# Application Review Criteria

# Application Review Criteria

3

Application Component	Track 1 Maximum Points	Track 2 Maximum Points	Track 3 Maximum Points
<b>1. Community and Community Quarterback</b>			
1-A. Community Geography and Profile	15	5	5
1-B. Community Quarterback Qualifications and Leadership Role	5	10	10
<b>2. Capacity for Collaborative Action</b>			
2-A. Partner Engagement and Community Co-Creation	25	15	15
2-B. Governance Structure	10	10	20
2-C. Data Capacity and Fiscal Infrastructure	5	10	10
2-D. Challenges and Gaps	5	5	5

# Application Review Criteria

3

Application Component	Track 1 Maximum Points	Track 2 Maximum Points	Track 3 Maximum Points
<b>3. Needs Analysis and Proposed Plan</b>			
3-A. Plans for Community Assessment and Capacity Building ( <b>Track 1</b> ) 3-A. Preliminary Community Needs Assessment and Opportunities ( <b>Track 2</b> ) 3-A. Neighborhood Action Plan ( <b>Track 3</b> )	30	10	40
3-B. Plans for Comprehensive Asset Mapping & Needs Assessment ( <b>Track 2</b> ) 3-B. Data-Driven Needs Assessment and Prioritized Outcomes ( <b>Track 3</b> )	N/A	20	20

*Note: Each track requires different application details and thus review criteria varies across tracks.*

# Application Review Criteria

3

Application Component	Track 1 Maximum Points	Track 2 Maximum Points	Track 3 Maximum Points
<b>4. Leveraged Resources and Infrastructure</b>			
4-A. Leveraged Assets and Funding	N/A	5	10
4-B. Sustainability Plan	N/A	5	10
<b>5. Project Budget</b>			
Budget and Budget Narrative	5	5	5
<b>TOTAL POINTS AVAILABLE</b>	100	100	150
<b><i>Bonus Points for Evidence Based Programs Table</i></b>			<b>5</b>



# Application Review Criteria - High Level Summary\*

3

<b>Track 1</b> Partnership Development	<b>Track 2</b> Plan Development	<b>Track 3</b> Implementation
<ul style="list-style-type: none"><li>● depth of community engagement</li><li>● Community Quarterback organization's capacity for leadership, management, and coordination</li><li>● experience in collaborative action, involving community residents in decision-making, and ensuring diverse, cross-sector engagement</li><li>● developing partnerships that will improve outcome indicators in ENOUGH Result Area(s)</li></ul>	<ul style="list-style-type: none"><li>● all competencies for Track 1</li><li>● quality and detail of the formal partnership structure</li><li>● capacity to analyze community needs and assets, engage residents in planning, and leverage multiple revenue streams during the project period</li><li>● readiness and capacity to use needs assessment and asset mapping to create a robust Neighborhood Action Plan with strategies that address all four (4) Result Areas</li></ul>	<ul style="list-style-type: none"><li>● engagement with diverse sectors and systems in formal partnership</li><li>● robust governance structure</li><li>● ability to ensure leadership includes youth, families, and those with lived experience</li><li>● comprehensiveness and quality of local asset mapping and needs assessments in areas like health, education, housing, and safety</li><li>● detailed methodologies and reliable progress measures</li><li>● quality of Neighborhood Action Plan</li><li>● sustainability plan</li></ul>

*\*Not exhaustive, please refer to NOFO for detailed review criteria for each track and correlation to narrative sections and application attachments.*

# Planning Tips and Next Steps

## PLANNING TIPS: Ideas for Getting Started

1. Reach out to potential **core partners** to assess capacity and willingness to engage
2. Start gathering all available **needs assessments** focused in your community (put in shared folder)
3. Start compiling list of local **programs and partners** engaged in the ENOUGH Result Areas
4. Contact local **community foundations** and **other funders** to seek advice and assess interest
5. Meet with **local government officials** to identify aligned policies or emerging priorities
6. Convene **community-based and local service provider partners** to review grant details together
7. Identify staff or consultant **leads** for **grant writing, design decisions, and outreach**
8. Use the **Notice of Intent to Apply** to focus your first set of collaborative decisions [not binding]
  - a. Track Selection
  - b. Priority Result Areas
  - c. Focus Community (Census Tracts)
  - d. High Level Summary of Activities or Strategies
  - e. Potential Community Quarterback (Lead Applicant)
  - f. Capacity Building and Technical Assistance Needs
9. Submit Notice of Intent to Apply (Google Form) by **July 19th**

# NEXT STEPS: Action Items for Interested Communities

4



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).

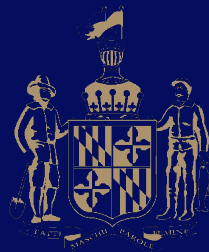
Visit the Governor's Office for Children website for updates on the ENOUGH Grant Program Community Support offerings!

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

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

**Please Take  
this Quick Poll**





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