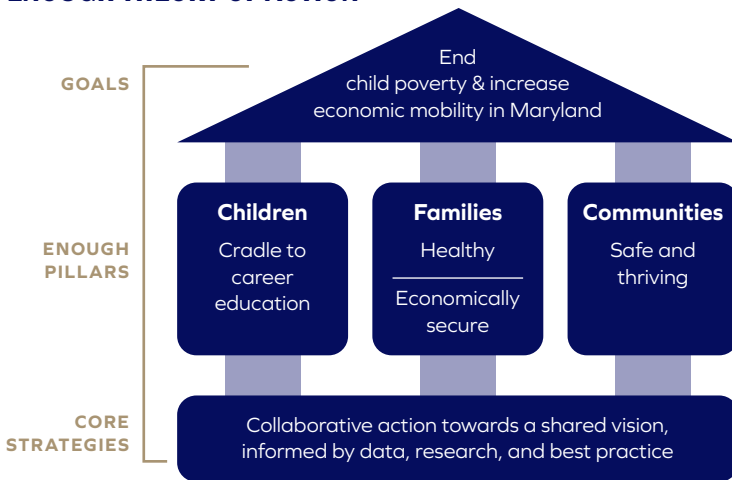# ENOUGH INITIATIVE

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

GOALS — End child poverty & increase economic mobility in Maryland

ENOUGH PILLARS

Children
Cradle to career education

Families
Healthy
———
Economically secure

Communities
Safe and thriving

CORE STRATEGIES — Collaborative action towards a shared vision, informed by data, research, and best practice

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 technical assistance 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 ELIGIBLE COMMUNITIES

To qualify for the ENOUGH Grant Program, communities must have (1) at least one U.S. Census tract where **more than 30% of children are living in poverty** AND must (2) be served by a **community school** with a concentration of poverty level of **at least 80%.** You can view an interactive map and list of eligible communities across Maryland here: **https://bit.ly/ENOUGHMap**.

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

*"Maryland will be the first state in the country to have a state-led, place based investment strategy to create opportunities driven **by** communities, and not just **for** communities."*

- 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 with the subject line "ENOUGH NOFO."

THE (3) THREE ENOUGH GRANT PROGRAM TRACKS

Track 1: Partnership Development grantees will receive a grant and technical assistance from Local Management Boards to build their capacity to address the root causes of poverty at the community level. Funded activities may include building the Community Quarterback's capacity to do place-based work, strengthening community engagement, and creating cross-sector partnerships – across education, health, workforce, housing, public safety and community development issue areas – united in the common goal of ending childhood poverty.

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.

Track 3: Implementation grantees will launch approved neighborhood action plans, activating strategies that address the three ENOUGH pillars and engaging in ongoing progress monitoring, community engagement and continuous improvement. Grantees will also develop plans to secure and leverage additional funding streams to support their strategic vision.

ENOUGH QUALIFYING CRITERIA

MEETS COMMUNITY ELIGIBILITY CRITERIA	COMMUNITY QUARTERBACK	PARTNERSHIP COLLABORATIVE	COMMUNITY NEEDS ASSESSMENT	NEIGHBORHOOD ACTION PLAN
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-led organization with resources and capacity to lead ENOUGH activities and manage ENOUGH funds, in coordination with community partners	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	Completed needs assessment identifying assets and gaps, informed by community data and residents' input	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

CAPACITY BUILDING AND COMMUNITY SUPPORTS

In addition to the ENOUGH Grant Program Tracks 1–3, each Local Management Board (LMB) will receive an ENOUGH LMB Capacity Building Grant. This grant is intended to leverage the regional infrastructure LMBs provide to support local communities. While the ENOUGH Grant Program is limited to eligible communities, all counties in Maryland will receive additional resources through the LMB Capacity Building Grant.

ENOUGH Grant Program recipients will receive robust training and technical assistance 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 inequities, prioritizing local needs, and making data-driven decisions
- Hands-on training from local and national experts, Local Managements Boards, place-based state government staff, and other relevant state and local agencies