



**STRATEGIC
INVESTMENT
GRANTS**

INFORMATION SESSION

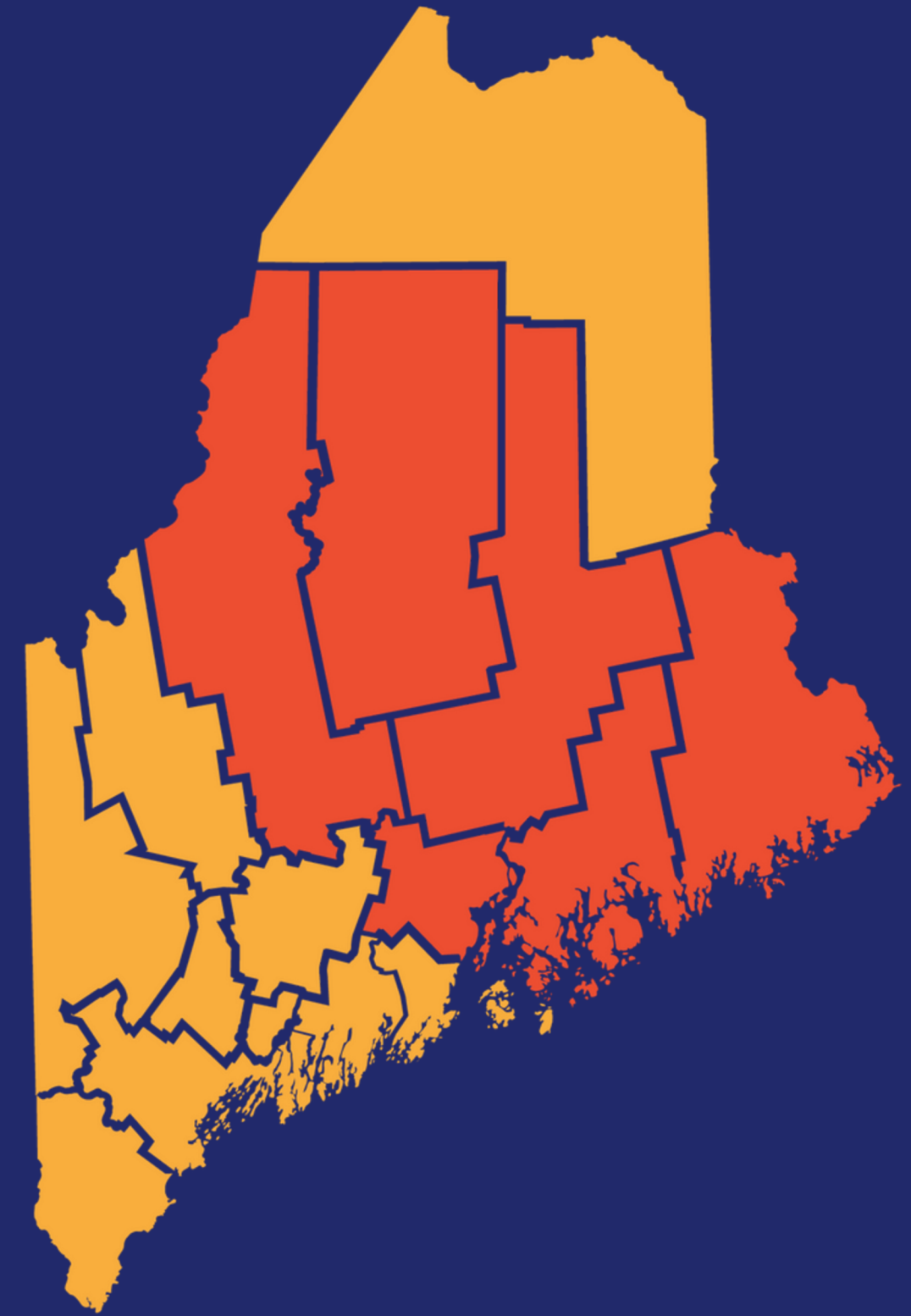




**STRATEGIC
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WHO WE ARE

Hancock
Penobscot
Piscataquis
Somerset
Waldo
Washington



**Mobilizing communities to
action so all can thrive.**



WHAT ARE STRATEGIC INVESTMENT GRANTS?

Heart of Maine United Way's Strategic Investment Grants serve as the primary vehicle for funding programs that align with our community goals across our 6-county region. These grants play a pivotal role in driving positive changes in the lives of 1 in 3 individuals across our six-county service area.

With a commitment to transparency, community involvement, and multi-year support, these grants empower organizations to address pressing issues, choose shared community indicators, and contribute to our Opportunity 2028 Bold Goals.



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OPPORTUNITY 2028

Goal 1: Meet basic needs and promote self-sufficiency for all.

Goal 2: Prevent, treat, and support recovery from Substance Use Disorder

Goal 3: Ensure all children have quality early learning experiences.

OPPORTUNITY 2028



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FUNDING PROCESS



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STRATEGIC INVESTMENT GRANTS

ELIGIBILITY

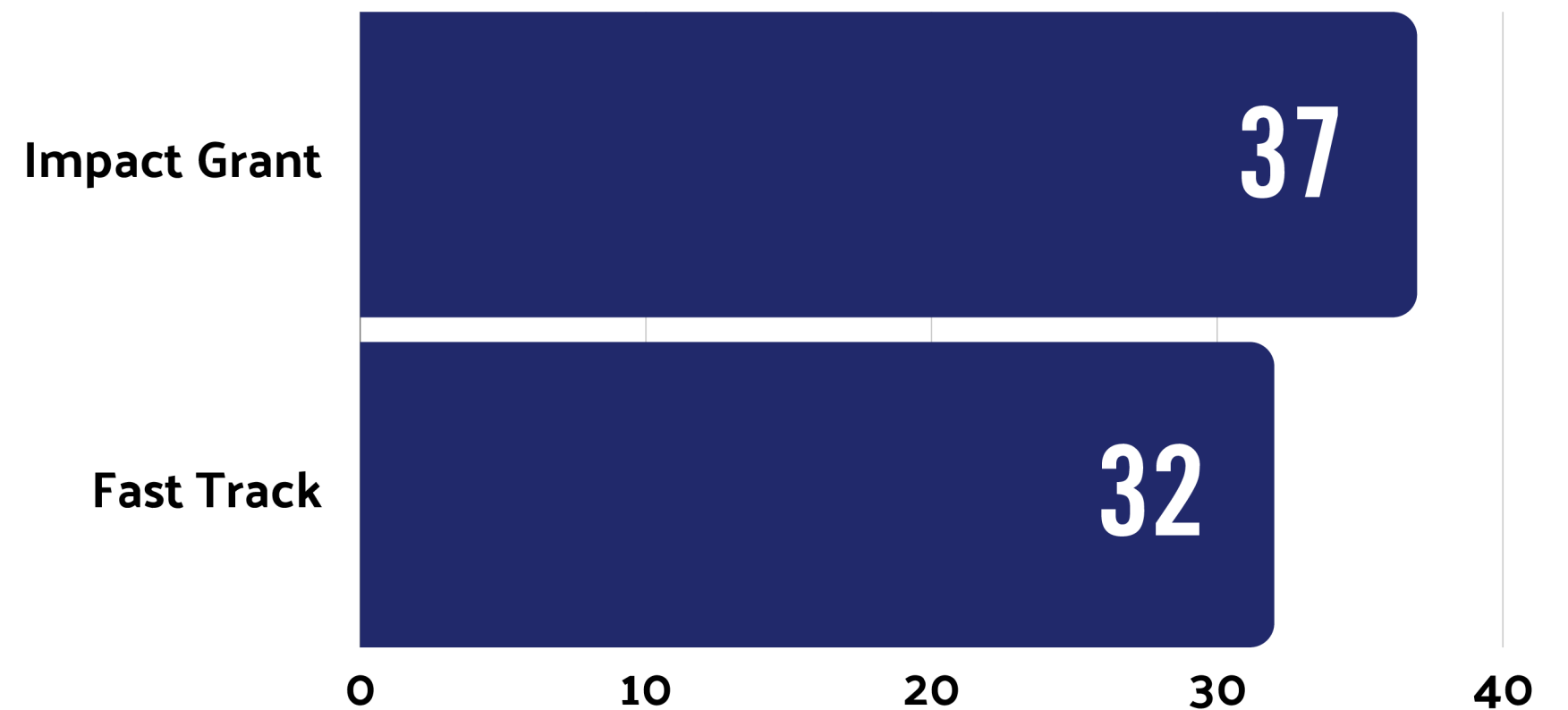
- Nonprofit 501(c)(3), educational institution, or public entity
- Conducting a health or human service program
- Serving residents of Hancock, Penobscot, Piscataquis, Somerset, Waldo, and/or Washington Counties
- Stated mission, bylaws, and active Board of Directors
- Availability of financial materials (audit, financial review)

FY23-25 DATA

3-year Grants

- \$4,634,982 requested
- \$2,152,500 awarded
- \$973,500 in Tier II

Applications by Type



*includes 11 Fast Track application from Somerset County



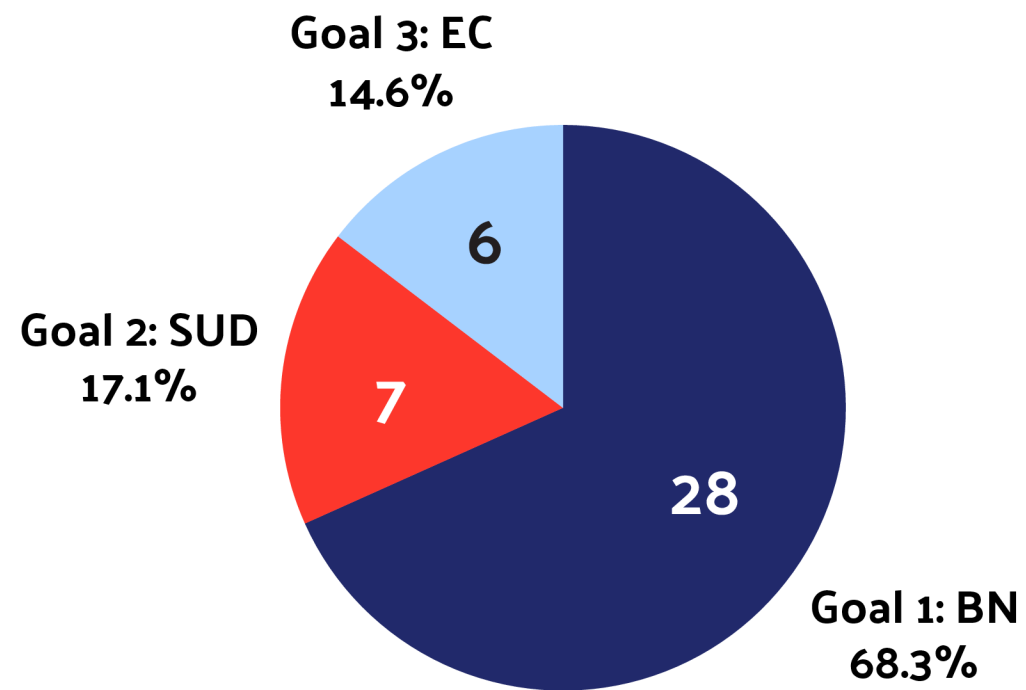
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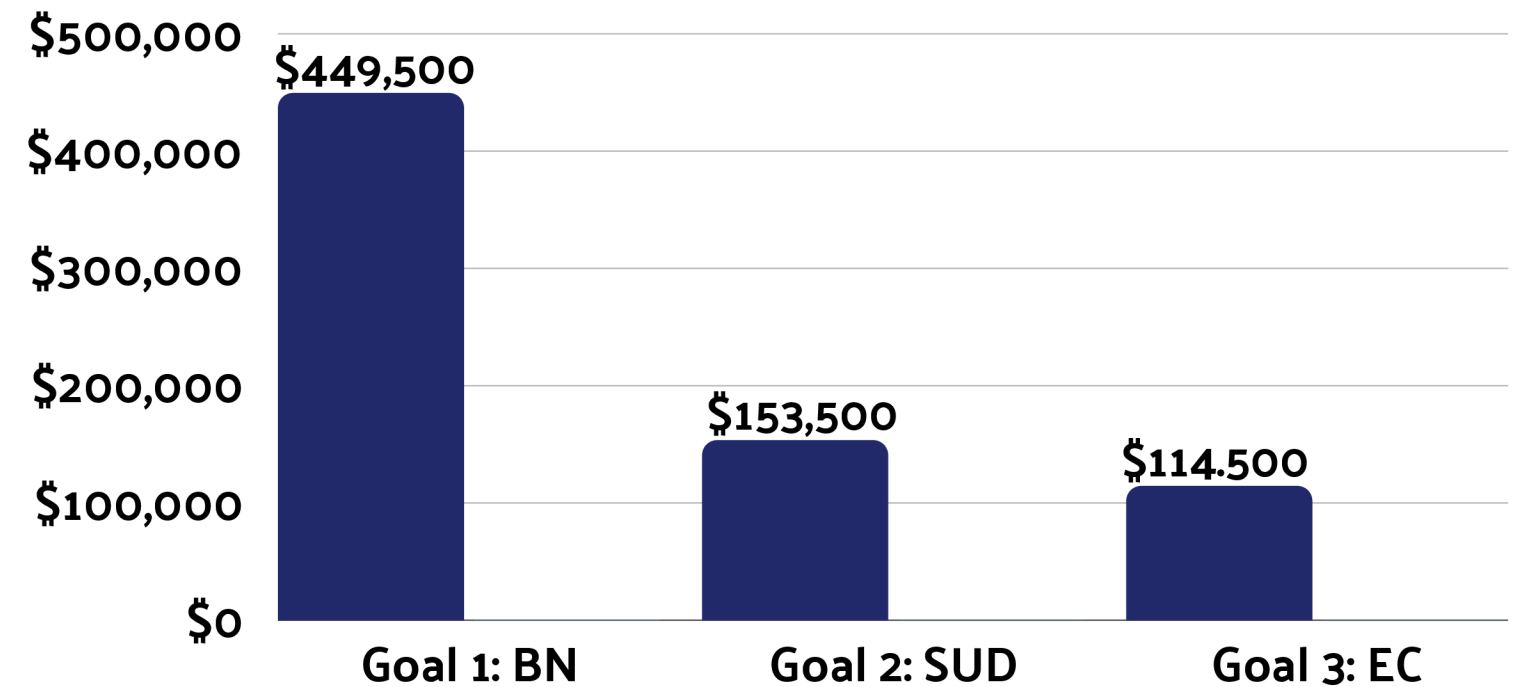
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FY23-25 DATA

Awards by Goal



Annual \$ Awards by Goal

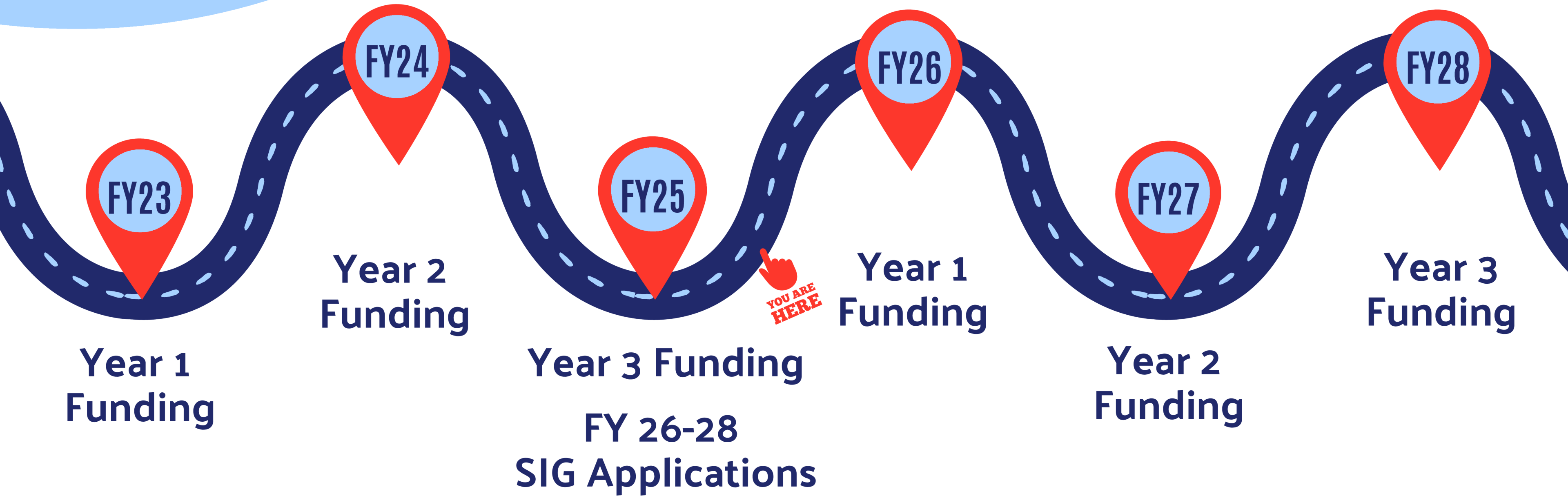


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TIMELINE



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GRANT TYPES

- TRANSFORMATIVE
IMPACT GRANTS
- IMPACT
GRANTS
- FAST TRACK
GRANTS



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TRANSFORMATIVE IMPACT GRANTS

A new high-level funding opportunity to drive sustainable change for children & youth (ages 0-18) in the Heart of Maine United Way (HoMEUW) service area. Key grant attributes:

- **Collaborative Approach**
 - Designed to support strategic partnerships among 3+ organizations working towards shared goals.
- **Focus Areas**
 - Supporting youth (ages 0-18) across one or more HoMEUW counties.
- **Backbone Organization**
 - Coalitions must identify a backbone organization to coordinate resources and efforts.
- **# of Awards: 1**
- **Award Amount: \$85,000/year for 3 years**
- **Funding Cycle: July 2025 – June 2028**



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TRANSFORMATIVE IMPACT GRANTS

KEY DATES

- LOI Open
- LOI Due
 - 1/8 @ 4:00 PM
- Community Impact Committee Review
 - 1/9 - 1/13
- LOI Applicant Notifications & Full Application Opens
 - 1/14
- Applications due
 - 2/18 @ 4:00 PM



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STRATEGIC INVESTMENT GRANTS

SIG DETAILS

- Max of 4 applications per agency
- \$80,000 max request per agency
- Grants will not exceed 35% of program budget
- 3-year awards
- 2 Levels of Grant Applications/Awards
 - Fast Track \$2,500-\$10,000
 - Impact \$10,001-\$50,000

Note: participation in the Transformative Impact LOI does not apply to these limits.

KEY DATES

- **Info/Training Sessions**
 - 12/2 12-1 or 12/11 9-10
 - Recording available 12/12
- **Applications open**
 - 12/9 @ 10:00 AM
- **Drop-In sessions for application Q&A or technical assistance**
 - December & January
 - Zoom links will be on our website
- **Applications due**
 - 1/13 @ 4:00 PM



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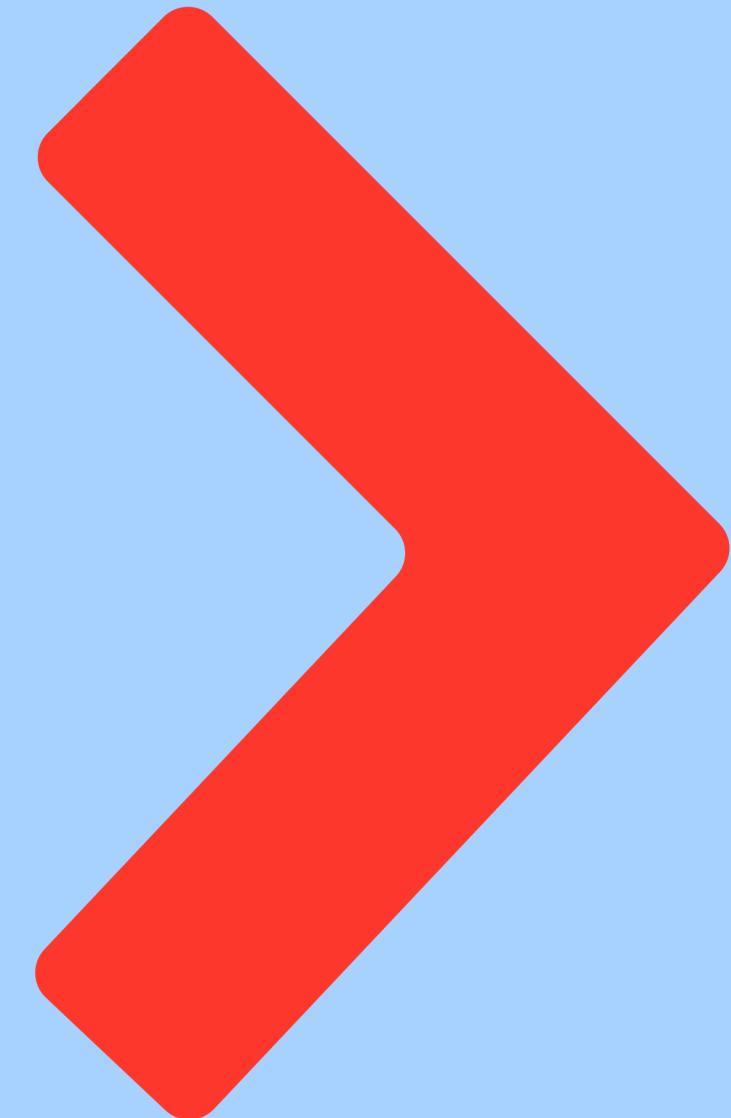


- **Application review (volunteers)**
 - February - April 2025
- **Community Impact Committee**
 - April - May 2025
- **Board of Directors Approval**
 - May - June 2025
- **Notification of Awards & Contracts**
 - June 2025
- **Media Announcement & Partner Kickoff Breakfast**
 - July 10, 2025 (tentative date)



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**KEY
DATES**



IMPACT GRANTS

- Phone interview will be conducted for all eligible programs
- One grant review volunteer will be assigned per program
- Organizations select the staff member to complete the interview via program application
- Designed to learn more about the proposed program, connect directly with organization staff and to allow questions from the review panel to be answered!



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- **Award Amount: \$10,001 - \$50,000 per year for 3 years**
- **Funding Cycle: July 25 – June 28**



FAST TRACK GRANTS

- Reducing barriers for applicants throughout the grant process.
- Application includes fewer questions.
- Reporting requirements are streamlined.
- Encouraging participation from smaller, newer, more geographically remote, innovative, and other eligible organizations who may not typically/historically apply for United Way funding.
- Promoting additional resources to help programs that are targeting marginalized populations across the Heart of Maine.

- **Award Amount: \$2,500 - \$10,000 per year for 3 years**
- **Funding Cycle: July 25 – June 28**



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RESULTS BASED ACCOUNTABILITY

Opportunity 2028
Measurement Framework



OPPORTUNITY 2028 MEASUREMENT FRAMEWORK



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Goal 3: Ensure all children have quality early learning experiences.

Only 48% (1,347) of children in Eastern Maine are reading proficiently at the end of third grade.

Headline Indicator: Increase the percent of children reading proficiently at the end of third grade to 58% by 2028.

Outcome 3.1 Increase access to preschool and quality early childcare programs	Outcome 3.2 Parents and caregivers are informed and engaged in their child's development	Outcome 3.3 K-3 children have access to before and after school activities	Outcome 3.4 Providers and professionals deliver quality educational experiences
Shared Community Indicators: 3.1.1 Number of parents and caregivers experiencing reduced barriers to accessing childcare and programs 3.1.2 Number of children experiencing improved wellbeing 3.1.3 Number of children meeting or exceeding age-appropriate developmental milestones	Shared Community Indicators: 3.2.1 Number of parents or caregivers experiencing reduced barriers to accessing parenting resources 3.2.2 Number of parents and caregivers who increase their knowledge of child development 3.2.3 Number of parents and caregivers who increased knowledge of positive caregiving/parenting skills 3.2.4 Number of parents and	Shared Community Indicators: 3.3.1 Number of children experiencing reduced barriers to accessing before and/or after school activities 3.3.2 Number of children who increase academic knowledge and/or skills 3.3.3 Number of children who demonstrate improved life-skills	Shared Community Indicators: 3.4.1 Number of providers or professionals experiencing reduced barriers to professional development and/or training opportunities 3.4.2 Number of providers or professionals who increase their skills in early childhood best practices 3.4.3 Number of providers or professionals implementing early

OPPORTUNITY 2028 MEASUREMENT FRAMEWORK



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BOLD
GOAL

Bold Goal #1: Meet basic needs and promote self-sufficiency for all

OUTCOME

Outcome 1.2

Families and individuals obtain or maintain safe, affordable, stable housing

INDICATOR

1.2.2 Number of individuals who secure affordable emergency/transitional/permanent housing

1.2.3 Number of individuals who improve their ability to maintain stable housing

TRACK &
REPORT

1.2.2 Number of individuals who secure emergency, transitional, permanent, or affordable housing

1.2.3 Number of individuals who improve their ability to maintain stable housing

OPPORTUNITY 2028 MEASUREMENT FRAMEWORK



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- Applicants must select the Bold Goal under which they are applying (primary)
- 2 shared indicators must be targeted and tracked under the primary Bold Goal
- May select a total of 5
 - up to 3 additional indicators under any Bold Goal

PRIMARY - 2 REQUIRED

3.3.4 Number of children mentored, improving their social and emotional health and development

170

3.3.5 Number of children participating in evidence-based activities that promote positive youth development.

290

UP TO 3 ADDITIONAL

2.2.4 Number of elementary, middle, and/or high school youth served who maintain satisfactory or improve school attendance

205

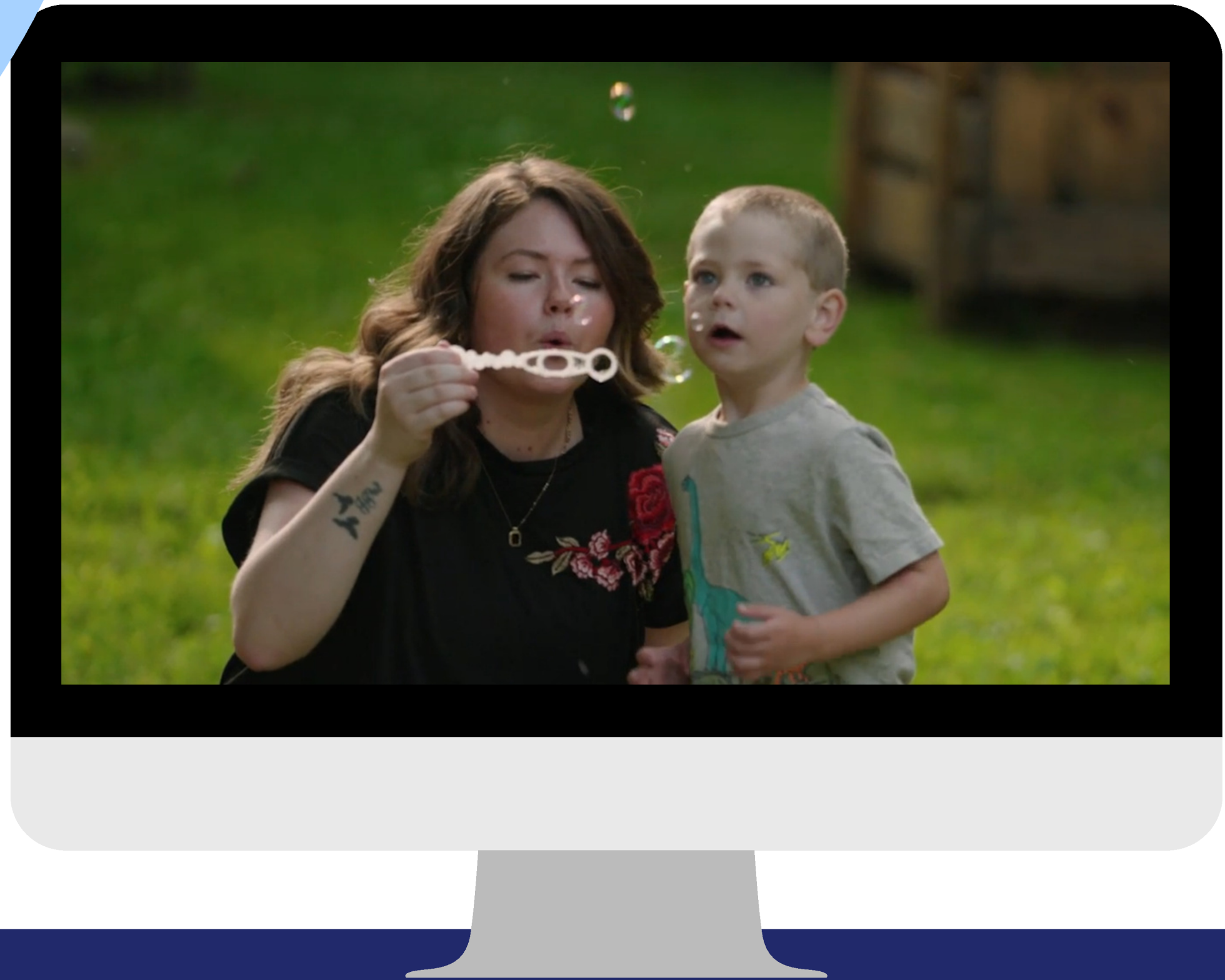
2.2.5 Number of elementary, middle, and/or high school youth served who participated in school and/or community-based out-of-school time programs and/or receive individualized supports to increase resiliency

140



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STORYTELLING



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APPLICATION SOFTWARE

Smarter  Select



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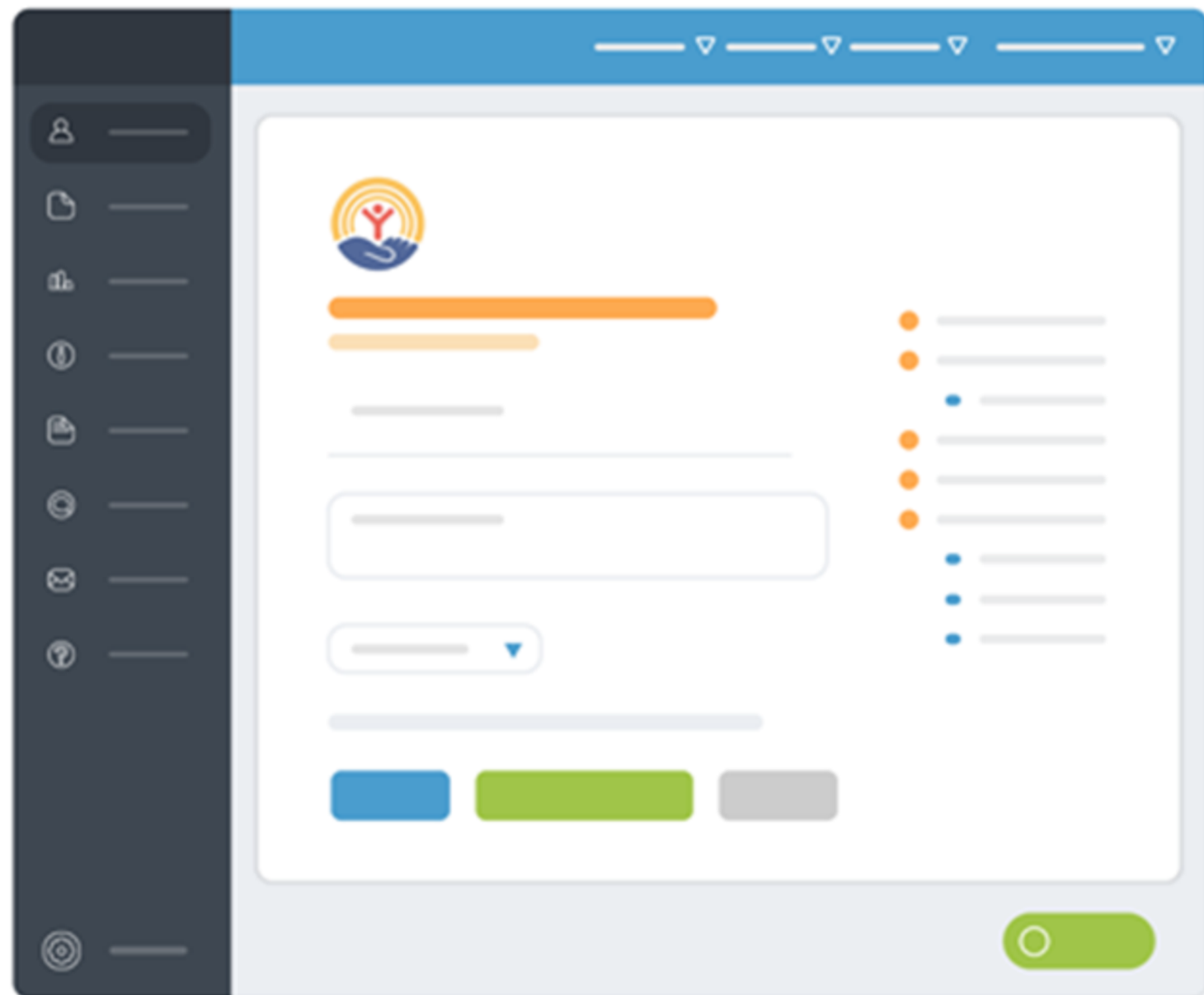
APPLYING

1. Visit homeunitedway.org/strategic-grants
2. Select Organization Application
3. Create an Account on SmarterSelect (if needed)
4. Complete the Organization Application
 - i. once per organization
5. Select Impact Grant or Fast Track for Program App
6. Complete the Program Application
 - i. once per program



STRATEGIC INVESTMENT GRANTS

APPLYING



- Program Contact Information

- + Program Director
- + Primary Contact
- + Finance Contact
- + Reporting Contact
- + Misc.

- Program Info

- + Program Overview
- + Program Narrative

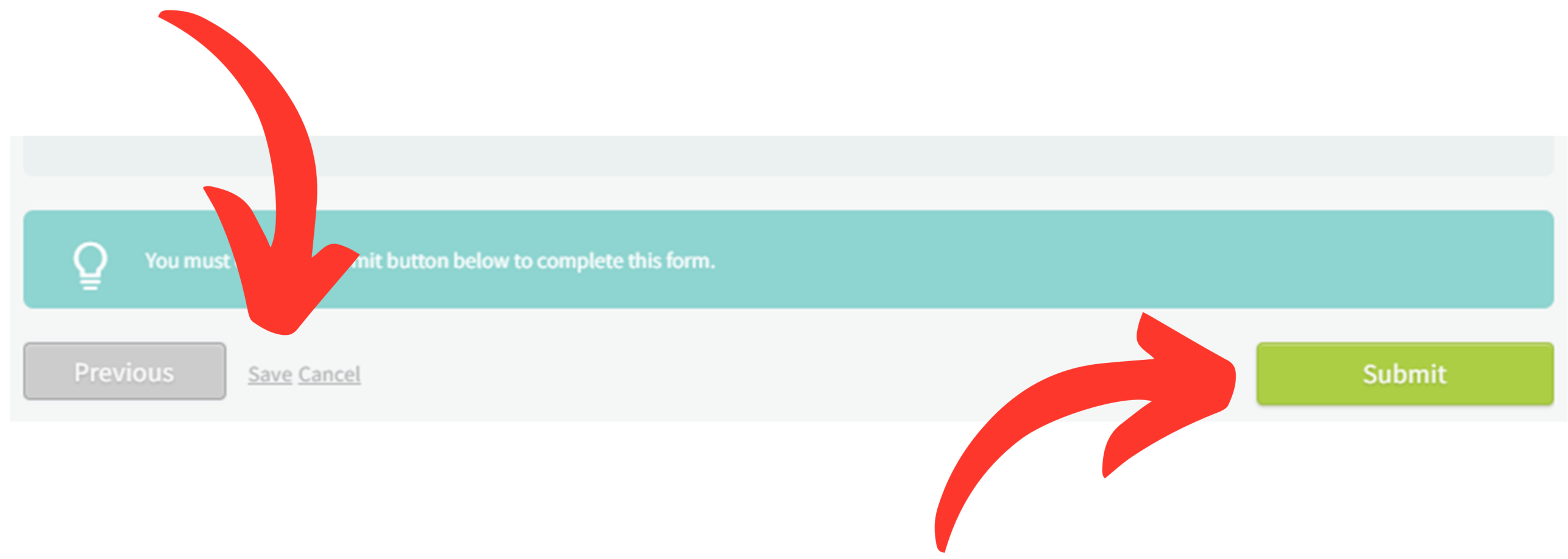
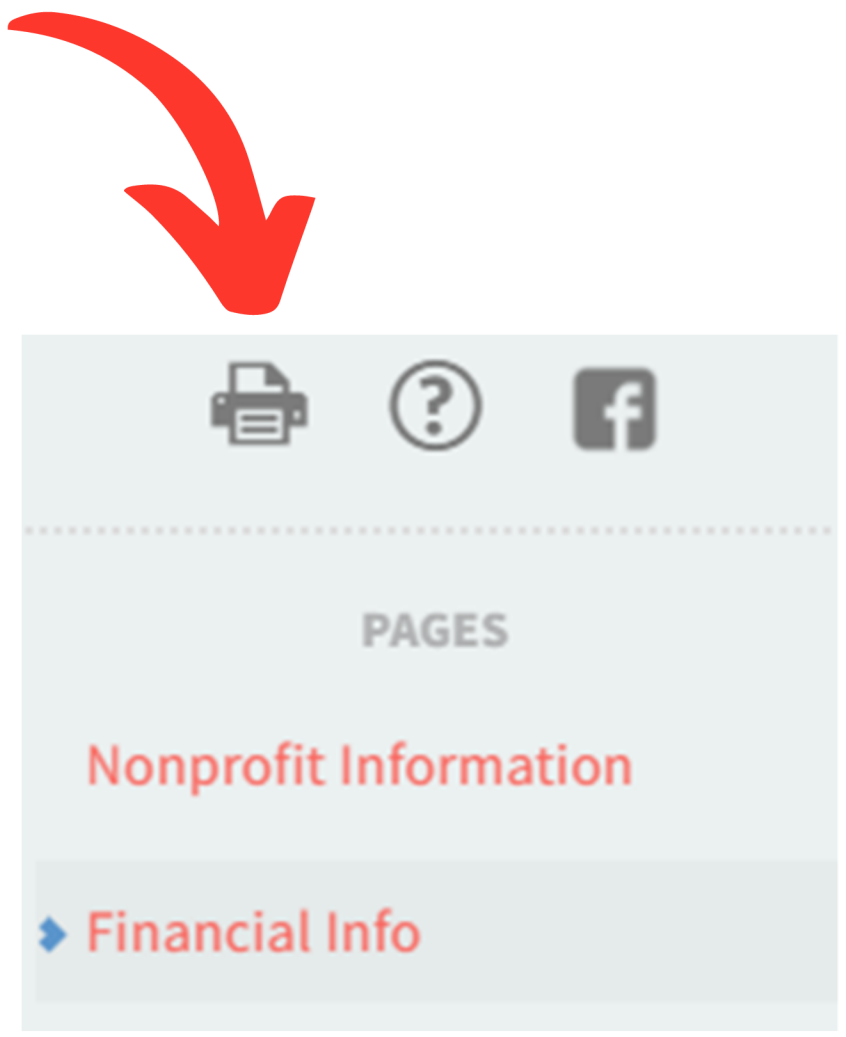
- Program Finances

- + Program Budget

- Opportunity 2028

- + Bold Goals
- + Goal 1 - Basic Needs
- + Goal 2 - Substance Use Disorder
- + Goal 3 - Early Childhood
- + Shared Performance Measures
- + Demographics
- + Collaboration

BUTTONS



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STRATEGIC INVESTMENT GRANTS

APPLYING

- Available at 10:00 AM on Monday, 12/09 via our website:
homeunitedway.org/strategic-grants
- Organizations must complete the “ORGANIZATION INFO” application once
- Organizations must complete the “IMPACT GRANT” and/or “FAST TRACK GRANT” application once per program
- Applications are due by 4:00 PM on 1/13



STRATEGIC INVESTMENT GRANTS

PARTNERSHIP

- Actively participate in HoMEUW's Opportunity 2028 Initiative
- Engage with other Strategic Investment Grant partners through HoMEUW grant workshops, convenings, and other collaborations
- Opportunities for Collaboration
 - LinkedIn Nonprofit Partner Network
 - The COMMUNITY: Maine's Nonprofit Hub
 - Peer Groups



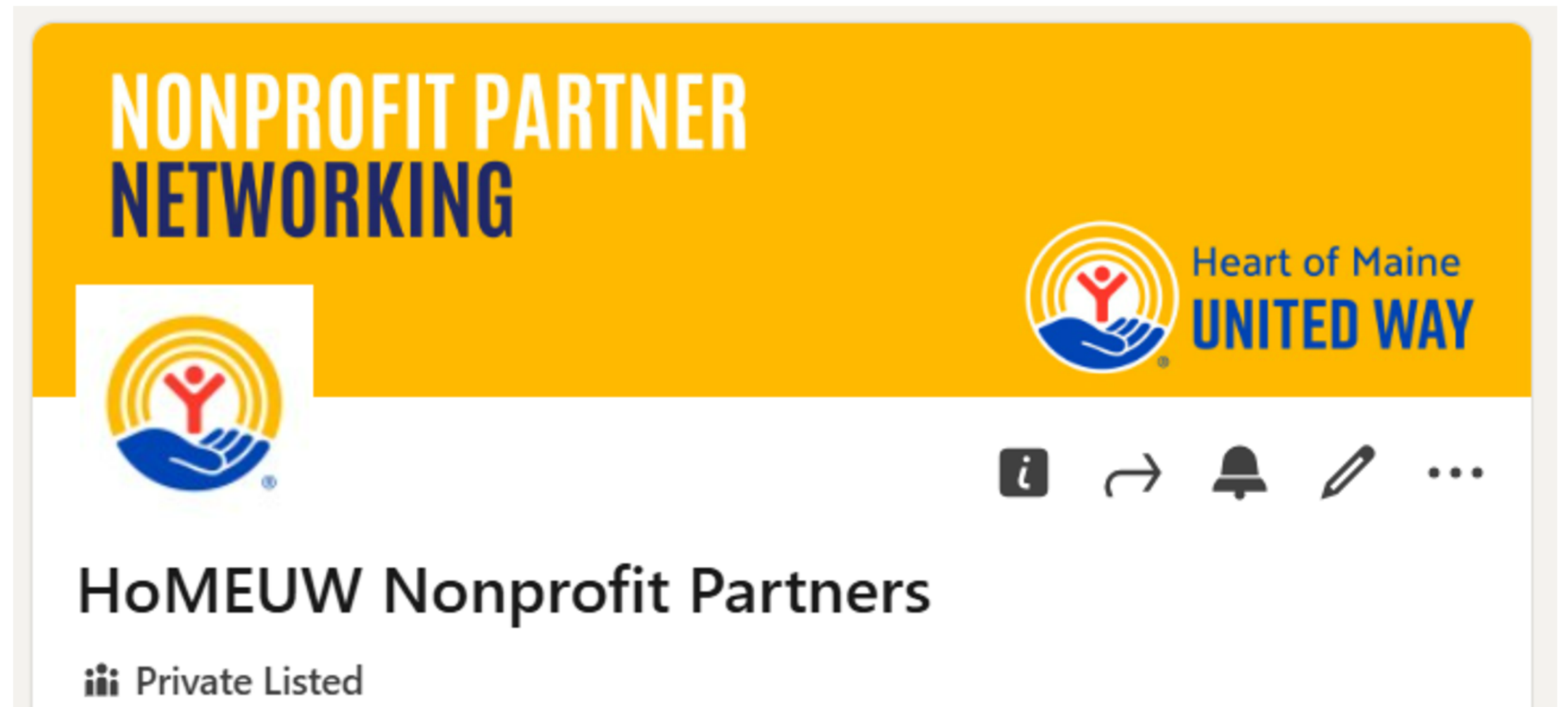
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REQUIREMENTS

- Execute the program objectives and performance measures
- Complete 6-month and end-of-year reports annually (August/January)
- Conduct a best practice workplace campaign annually
- Recognize HoMEUW as a partner in program related materials
 - i.e. website, social media, press release, events, etc.

**JOIN OUR
E-NETWORK**

**Nonprofit Partner Networking
on LinkedIn**



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STRATEGIC INVESTMENT GRANTS

SCORING

Grant decisions are made by a trained team of community volunteers. These funding decisions are based, in part, on:

- **Demonstrated community needs**
- **Quality and strength of the application**
- **Alignment with HoMEUW Opportunity 2028 Bold Goals**
- **Geographic representation of clients served**
- **Generating impact for marginalized populations, include ALICE, through a commitment to equity**
- **Organizational capacity**
- **Fiscal responsibility**
- **Measurable program results**





STRATEGIC INVESTMENT GRANTS

SCORING

Independent
Scoring

SCORE 1

Opportunity to
Re-Score

SCORE 2



Average of Score 1 &
Score 2

=

FINAL SCORE



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PANEL SCORES

ALL PANEL SCORES

**HIGH SCORE
REMOVED**

**LOW SCORE
REMOVED**



**Average of Remaining
Scores
=
PROGRAM SCORE**



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KEY TAKEAWAYS

homeunitedway.org/strategic-grants



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- Thank You!
- Heart of Maine United Way seeks partners, not just programs to fund
- Organizations should internally evaluate which programs best fit the goals of the Strategic Investment Grant funding
- New Transformative Impact Grant LOI
- Max 4 program applications per organization
- Max \$80,000 in funding requests per organization
- Review our materials on homeunitedway.org/strategic-grants
- Understand Strategic Investment Grant Partner requirements & partnership opportunities





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THANK YOU! QUESTIONS?

WEBSITE: homeunitedway.org/strategic-grants

EMAIL: grants@homeunitedway.org

CALL: 207.941.2800



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