

# UNITED WAY OF SOUTHERN MAINE COMMUNITY INVESTMENTS

All UWSM funding opportunities are designed to achieve Thrive2027 goals across our Southern Maine communities with equitable outcomes for all populations. Each opportunity approaches this aim from a different perspective.



United Way  
of Southern Maine

GOAL-SPECIFIC FUNDING	CROSS-GOAL FUNDING	MULTI-YEAR FUNDING (NEW)	CAPACITY BUILDING (NEW)
<b>Role in our Community Investment Process</b>			
Brings Thrive2027 strategies to life in the community, serving as our broadest opportunity to engage partners.	Activates work that crosses two of the Thrive2027 goals, demonstrating how goals and strategies are deeply connected.	Catalyzes collaboration in support of achieving Thrive2027 goals; reinforcing the call for us to work differently, together. Prioritizes racial equity in the work, and in bringing organizations and community leaders to the table who may historically have had less access.	Enables smaller organizations to develop their own internal capacity to further Thrive2027 principles in the community (through advancing racial equity and/or strengthening program measurement & evaluation).
<b>Eligible Applicants*</b>			
Non-profit organizations and coalitions whose work is aligned with Thrive2027 in Southern Maine. No restrictions on the size of the organization (based on budget size). Collaboration is encouraged.	Same as the goal-specific funding, but whose work (and ability to measure outcomes) crosses between two goals. Collaboration is encouraged.	Collaborations working towards specifically identified Thrive2027 strategies. No restrictions on the size of the organization (based on budget size).	Non-profit organizations and coalitions with annual budgets under \$750,000 that are aligned with Thrive2027.
<b>Preference Criteria (preference scoring that is in addition to overall evaluation criteria)</b>			
<p>We do not have additional preference criteria for goal-specific and cross-goal funding. Volunteer investment reviewers score and discuss applications based on this overall evaluation criteria:</p> <ul style="list-style-type: none"> <li>• Specific impact on Thrive2027 Goals</li> <li>• Tracking &amp; evaluation of program implementation</li> <li>• Dedication to advancing racial equity</li> <li>• Commitment to collaboration</li> <li>• Solid management and fiscal soundness</li> </ul> <p><i>(Find a more detailed description of evaluation criteria at <a href="https://uwsme.org/investment-process">uwsme.org/investment-process</a>)</i></p>		<p>Additional preference scoring given for:</p> <ul style="list-style-type: none"> <li>• The work of the collaboration is serving people of color;</li> <li>• At least one collaborating partner is an organization led by and serving people of color; and/or</li> <li>• At least one collaborating partner has an annual budget under \$750,000.</li> </ul>	<p>Additional preference scoring given for:</p> <ul style="list-style-type: none"> <li>• Organizations led by and serving people of color.</li> </ul> <p><i>(In comparing scoring preferences, please note that a key area of eligible work in this funding is to advance racial equity initiatives; and eligible applicants are organizations with annual budgets under \$750,000. These two important pieces are inherently given preference.)</i></p>
<b>Investment Levels</b>			
No minimum/maximum Investment (Minimum request of \$10,000)	No minimum/maximum Investment (Minimum request of \$10,000)	No minimum/maximum Investment (Minimum request of \$10,000)	Maximum investment of \$10,000 (Maximum request of \$10,000)
<b>Thrive2027 Strategies &amp; Proposed Work</b>			
Work is aligned with Thrive2027 strategies. Currently funded Cumberland County applicants can apply under their existing strategy(ies). New Cumberland County applicants apply under priority strategies. All York County applicants can apply under any strategy (though priority strategies are encouraged).	Same requirements for Thrive2027 strategies as outlined for goal-specific funding. However, two selected strategies fall under two different goal areas.	<p>Goal cabinets have selected one strategy per goal area that is eligible for multi-year funding.</p> <p>Collaboration is a requirement for the proposed work.</p>	Investments will be available to build capacity in support of advancing a racial equity initiative(s) and/or program measurement and evaluation. The work must align with a Thrive2027 priority strategy.

\* Additional eligibility requirements are utilized. A complete list of requirements, further descriptions of funding opportunities, and applicant resources can be found at [uwsme.org/investment-process](https://uwsme.org/investment-process).