

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.

GOAL-SPECIFIC FUNDING	CROSS-GOAL FUNDING	CAPACITY BUILDING
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.	Enables smaller organizations to develop their own internal capacity to further Thrive2027 principles in the community (specifically through advancing a racial equity initiative(s) and/or strengthening program measurement & evaluation). NOTE: These investments are focused on building capacity in support of these two areas <u>only</u> . This investment is not meant to expand regular programmatic work or general operating expenses.
Eligible Applicants*		
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.	Non-profit organizations and coalitions with annual budgets under \$750,000 that are aligned with Thrive2027. Applicants may apply for a second year of funding if they are applying under a new focus or are continuing to the next phase of currently funded work.
Preference Criteria (preference scoring that is in addition to overall evaluation criteria)		
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: <ul style="list-style-type: none"> • Specific impact on Thrive2027 Goals • Tracking & evaluation of program implementation • Dedication to advancing racial equity • Commitment to collaboration • Solid management and fiscal soundness <p>(Find a more detailed description of evaluation criteria at uwsme.org/investment-process)</p>		Additional preference scoring given for: <i>Organizations led by and serving people of color. (In comparing scoring preferences, please note that the only areas of work eligible for this funding are to advance racial equity initiatives and/or strengthen program measurement & evaluation; eligible applicants are organizations with annual budgets under \$750,000. These two important pieces are inherently given preference.)</i>
Investment Levels		
No maximum investment Minimum request \$10,000; minimum award - \$10,000	No maximum investment Minimum request \$10,000; minimum award - \$10,000	Maximum investment of \$10,000 (Maximum request of \$10,000)
Thrive2027 Strategies & Proposed Work		
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.	Investments will be available to build capacity in support of two areas <u>only</u> : advancing a racial equity initiative(s) and/or program measurement and evaluation. This investment is not meant to expand regular programmatic work or general operating expenses. The work must also 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.