



Potomac Highlands United Way (PHUW)

FY27 Community Resiliency Investment Grant

Request for Proposals (RFP)

I. OVERVIEW & STRATEGIC PRIORITIES

About Potomac Highlands United Way: In 2025, County United Way rebranded as **Potomac Highlands United Way (PHUW)** to better reflect our geographic focus. We are shifting from a traditional allocation model to a strategic **investment approach** focused on meeting the needs of local residents who are Asset Limited Income Constrained Employed (ALICE) and the agencies and organizations that serve them.

Purpose of Grant: PHUW seeks to invest in programs that build community resiliency by addressing the unmet needs of the **Asset Limited, Income Constrained, Employed (ALICE)** population. We are specifically interested in projects that serve youth and children.

Requests: This year the funding will be directed toward one pilot project serving the full PHUW service area. One to two awards MAY be awarded depending on grant response. The total amount to be awarded is \$30,000. Final award size will be contingent upon funding availability.

Funding Priorities: Applications must address one or more of the following:

- Food Insecurity
 - Housing & Utilities
 - Childcare & Transportation
 - Emergency Needs
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II. ELIGIBILITY & GUIDELINES

- **Eligible Organizations:** 501(c)(3) nonprofits or those using a 501(c)(3) fiscal sponsor.
 - **Service Area:** Must serve all counties in the PHUW service area **Garrett and Allegany Counties (MD), Hampshire and Mineral Counties (WV)**.
 - **Compliance:** Must be in good standing with state tax agencies (MD or WV).
 - **Ineligible Activities:** PHUW does not fund organizations that engage in discrimination.
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III. GRANT PERIOD & TIMELINE

- **Funding Period:** July 1, 2026 – June 30, 2027.
 - **Award Frequency:** Monthly allocation payments.
 - **Key Dates:**
 - **RFP Opens:** Friday, March 13, 2026
 - **Application Deadline:** Friday, April 15, 2026
 - **Award Notification:** July 1, 2026
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IV. COMMUNITY PARTNER RESPONSIBILITIES

Organizations selected for investments (Community Partners) agree to:

- **Reporting:** Submit quarterly narrative and data reports (due October 9, January 9, April 9, and July 9).
 - **Marketing:** Must identify PHUW as funder in all marketing materials and participate in all PHUW award announcement activities. Display the PHUW logo/cling and tag PHUW on social media. Provide client stories for use in social media and other campaigns. Stories can be provided anonymously.
 - **Engagement:** Assist in identifying ALICE community members willing to share their stories for PHUW fundraising efforts.
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V. APPLICATION REQUIREMENTS

1. Organizational Information

- Legal Name, EIN, and UEI (Unique Entity Identifier).
- Current Operating Budget and Fiscal Year dates.
- Contact information for Organization Leader and Grant Lead.

2. Required Attachments

If multiple institutions are partnering to apply, one must be designated as primary fiscal agent. Please provide the following documentation for that institution:

- IRS 501(c)(3) Determination Letter.
- Certificate of Good Standing from the state in which the applicant is located (current FY).
- Current Organizational Chart and Board of Directors list.
- Current 990 (from the last two fiscal years).

3. Application Narrative

- **Summary (70 words):** Briefly state the purpose of the request.
- **Mission & History (500 words):** Overview of your organization and the population served.
- **Proposed Plan (750 words):** Describe the increased community need (with data related to ALICE), your expansion plan, and how PHUW investments will be used. Provide answers to the following questions:
 - A description of the increased needs you are seeing in among the ALICE population you serve, providing data where possible.
 - What organizations and programs are you currently partnering with or planning to partner with on this program? Please include details on any challenges your agency and partners may have encountered in meeting the identified needs and how this program, and PHUW investments, will assist you in addressing these challenges or deepening your partnerships.
 - A description of your plan to expand/accelerate your work to meet these rising needs, including a timeline.

- How PHUW **Community Resiliency Impact Grant** will be used and what impact will this investment have on your service delivery, including services provided, number served, etc.

- **Outcomes (500 words):** Describe how data is collected and analyzed to measure impact (e.g., number of people gaining stable housing or accessing food resources).

4. Budget Request

5. Complete the provided **PHUW Program Budget sheet** and **PHUW Agency Budget sheet**

- List other secured or pending investment for this project.

For Assistance: Please contact Misty at Misty@cuw.org.

Submit proposals with required attachments to Rhonda Schwinabart, Chair of the Community Investment Committee, at rschwinabart@umces.edu, copying Misty Deal at Misty@cuw.org, by Friday, April 15, 2026.