

RICHMOND THRIVES GRANTS PROGRAM

APPLICANT FAQ

Children and Families • Economic Mobility

APPLY ONLINE

Applications will be submitted through United Way's online grant portal.

CHOOSE YOUR BEST FIT

Select the priority area that most directly aligns with your proposed work.

RICHMOND RESIDENTS FIRST

Proposed work must directly and primarily benefit City of Richmond residents.

Use this FAQ for quick information about eligibility, deadlines, and the application access.

What is this grant program?

The Richmond Thrives Grants Program supports community-based programs, services, and strategies that advance City of Richmond priorities and directly benefit Richmond residents. United Way Greater Richmond and Petersburg will administer grant opportunities in two of four priority areas: 1) Children and Families and 2) Economic Mobility.

Can organizations apply to more than one Richmond Thrives Grants priority area?

Each organization may apply to only one priority area per cycle and may submit only one application to that priority area. The only exception is if you are applying as a fiscal sponsor for another organization (see fiscal sponsor guidance below).

Can applicants use a fiscal sponsor?

Yes, in accordance with the following guidance:

Fiscal Sponsor Policy - A fiscal sponsor is an eligible organization that applies for and, if awarded, receives and administers grant funds for work carried out in whole or in part by an implementing partner. The fiscal sponsor must be the primary applicant, must independently meet all eligibility requirements set forth in the application guidelines, and must assume full legal, financial, and programmatic responsibility for the project, including compliance, reporting, and performance. United Way will contract solely with the fiscal sponsor, which remains accountable for all obligations regardless of any division of labor with the implementing partner.

Fiscal Sponsor Exception - An organization serving as a fiscal sponsor may submit a second application on behalf of a sponsored project or organization, in addition to its own application, provided that the fiscal sponsor does not receive any funding through the fiscally sponsored proposal other than any administrative fees the fiscal sponsor may be entitled to collect under the sponsorship agreement already in place. All other funding requested in the fiscally sponsored application must go entirely to the sponsored project.

Who should apply?

Eligible applicants include 501c3 organizations serving city of Richmond residents. For-profit organizations and individuals seeking personal assistance are ineligible.

What does the Economic Mobility priority area include?

Work that supports pathways from poverty to stability and wealth building, such as workforce equity, entrepreneurship, homelessness prevention, housing stability services, and barrier removal.

What does the Children and Families priority area include?

Work that supports city of Richmond children, youth, and families, such as early childhood development, elementary out-of-school time, postsecondary success, caregiver support, and family-centered services.

What if our work fits both areas?

Select the priority area that best reflects the main population, primary goal, and intended outcomes of the proposed work.

Does passing eligibility guarantee funding?

No. Passing the eligibility screener only allows an applicant to continue to the full application. Funding decisions are made after review and required approvals.

What support will be available?

United Way plans to host two virtual technical assistance webinar sessions to provide information about the grant and to answer questions about the application process. Sign up information is below.

What happens after submission?

Applications will go through eligibility/completeness review, evaluation and scoring, funding recommendations, City review, United Way approval, and final award notification.

Application Open from Monday August 10, 2026 to Friday September 11, 2026

[Grant Portal Registration HERE](#)

Technical Assistance Webinars: Thursday August 20, 2026 and Wednesday August 26, 2026

[Complete Interest Form HERE](#)

Questions? Email us at grants@yourunitedway.org