



Call for Proposals

UpMobility Foundation invites nonprofit organizations in Herkimer and Oneida Counties (NY) who have registered for Mohawk Valley Gives 2026 to submit applications for an UpMobility match.

In recent years, the UpMobility Foundation (UMF) has partnered with the Community Foundation of Herkimer and Oneida Counties (CFHOC) to co-host Mohawk Valley Gives (MVG), a community-wide day of giving. As part of UMF's commitment to MVG, the Foundation offers matches to select organizations. Previously, organizations were chosen for matches using an internal vetting process. In 2026, UMF has re-positioned its strategic priorities to focus on building the capacity of its nonprofit partners, helping to scale innovative solutions and support the improved vitality of the nonprofit ecosystem.

To that end, UMF has restructured the matching grant selection process and is now accepting applications for matching grants from organizations who are committed to maximizing their MVG results. **Organizations with strategically developed MVG fundraising and community engagement plans are eligible to apply for a MVG UMF match.**

Program Overview

In 2026, UMF is interested in providing matching and challenge grants to nonprofit organizations who can successfully articulate and execute a fundraising plan that have the potential to result in a significant increase in gifts received or number of donors acquired during the week of MVG, thereby helping to lay the foundation for the organization's future fundraising endeavors.

Eligibility

- Applicants must be a 501(c)(3) tax-exempt nonprofit organization that has registered for [Mohawk Valley Gives](#). Applications from organizations that have not registered will not be reviewed.
- Only nonprofits in Herkimer and Oneida Counties are eligible.
- Only nonprofits whose work aligns with UMF's [funding themes](#) are eligible.
- UMF does not fund animal welfare organizations.
- Preference will be given to organizations who have previously participated in MVG and who have a demonstrated track record of securing donors and donations. Organizations of all sizes and structures will be eligible. The quantity of activity in previous years (i.e., dollars raised or donors acquired) are less important than demonstrated growth year over year.
- Past participants that set up a MVG profile without engaging in marketing and outreach to donors will not be selected.

Important Dates

All applications must be submitted through the UMF [grants portal](#). A link to the application will also be available on the MVG registration page. Applications will open on May 1, 2026 at 8:00am and will close on May 30, 2026 at 11:59pm. Decision notifications will be made by mid-June 2026.

Late submissions will NOT be accepted.

Opportunity Details

UMF will select 32 organizations to receive a \$25,000 MVG matching grant.

A portion of that award ***MUST*** be used to support the MVG fundraising activities of the organization, thereby building organizational capacity. The activities should be part of the organization's overarching MVG fundraising strategy and should reasonably result in an increase in donations or the number of donors or improve donor engagement with the organization. There is no minimum or maximum amount that must be spent on fundraising/fund development activities. Applications that request a grant solely for a match or challenge will not be reviewed. Supported activities could include the following types of work, however ***this list is not intended to be exhaustive***. UMF encourages creativity and will consider a wide range of activities, provided an applicant can specifically articulate how the proposed work will strengthen the organization's MVG performance.

- UMF funds may be used to help underwrite an **MVG event** that helps the community better understand the impact of the organization or the people it serves thereby inspiring donations;
- **Fundraising operations improvements** including database improvement or expansion (e.g., data appends);

- **Staff training or professional development** opportunities related to crowdfunding/peer-to-peer fundraising, marketing, or fundraising/fund development;
- **Marketing initiatives** including advertisement buys, direct mail campaigns, or graphic design and social media services.
- **Consultants** to assist with MVG page build out, case statement development, direct mail segmentation, or the development of peer-to-peer toolkits;
- Temporary **staff time** related to donor acquisition (e.g., staff overtime to hold night or weekend office hours to provide in-person assistance to donors wishing to make a gift);
- **Stewardship** initiatives to help retain donors after MVG.

Requests for donor gifts or incentives are not permitted.

The remaining funds may be used to design either a match or a challenge. Organizations cannot select both.

A **match** is applied on a donation-by-donation basis, multiplying the amount received by double, triple, or quadruple. *Example: Your organization designs a 2:1 match. When a donor makes a \$10 donation, UMF will match that donation with \$20.* Matches will be honored until the funds are exhausted and prorated payouts will be permitted. Only online gifts are eligible to be matched.

A **challenge** is an incentive that is unlocked and applied as a lump sum when a specific goal is reached. Goals typically are when a certain amount of dollars has been raised; a specific number of donors who have given; or a specific number of gifts have been received. *Example: Reaching 100 donors will unlock a \$10,000 UMF gift. There will be no prorated payouts if the goal is not achieved in full. Only online activity is eligible to be counted as a challenge.*

UMF does not have a preference regarding a match vs. challenge. Organizations should request an arrangement that best fits their needs, fundraising strategy, and forecasted outcomes. All matches or challenges should be designed with previous years' activity in mind and should be created in a way that will encourage the organization to exceed last year's results (number of donations, number of donors, and dollars raised). Designing a challenge, for example, might be appropriate for an organization that is unsure of the dollar amount they might raise, but feels more confident about the likely number of donors they will acquire. A match, for example, might be more appropriate for an organization that is reasonably confident one or more larger gifts might come in during MVG and would like to amplify the impact of that gift(s).

To design a match, organizations must articulate the following:

- The match amount (\$25,000 less the cost of the proposed capacity building activities);
- If all gifts will be matched or only gifts over a certain amount;

- The match multiplier requested (one of the following should be selected: \$1 from UMF for every \$1 raised, \$2 from UMF for every \$1 raised, or \$3 from UMF for every \$1 raised);
- The match time frame (e.g., the entire week or a custom time frame);
- If a custom time frame is selected, applicants must indicate the start date and time and end date and time.

To design a challenge, organizations must articulate the following:

- The challenge amount (\$25,000 less the cost of the proposed capacity building activities);
- Details regarding the goal. Will the challenge be based on the dollars raised, the number of donors, or the number of gifts;
- The challenge time frame (e.g., the entire week of MVG or a custom time frame);
- If a custom time frame is selected, applicants must indicate the start date and time and end date and time.

Matches and challenges will be pre-loaded into the MVG platform on behalf of your organization by the CFHOC. Please be as detailed and specific as possible to help facilitate this process.

Because validating offline gifts and donor activity is a labor-intensive process that exceeds the personnel bandwidth of UMF and CFHOC staff, only online gifts and donor activity will be eligible for matches and challenges.

Please note that UMF reserves the right to request a revision to the match or challenge proposal if the submitted proposal is not feasible, reasonable, or does not appear to include a realistic strategy to increase donor activity.

Application Details and Instructions

All applications must be submitted through the UMF [grants portal](#). The application will be available at 8:00am on May 1. Applicants will not be able to access the application prior to that time, however they may see a preview of the application by logging into UMF's [grant portal](#). Additionally, a detailed description of all application sections can be found below:

MVG Registration - Required

Applicants must complete their MVG registration before applying for a UMF match.

Organization Name – Required

The organizational name should match the organizational name used to register for MVG exactly.

Organization Overview - Required

(Character Limit: 5,000)

Applicants will be required to provide an overview of the organization, including the mission statement, a brief history, and a description of the communities and populations served.

Past MVG Participation - Required

Select all the years the organization has participated in MVG.

Summary of MVG Participation – Required

(Character Limit: 5,000)

Organizations are asked to provide a summary of the organization's previous participation in MVG. Describe how the fundraising strategy and involvement in MVG has evolved over the years, the organization's annual results, and what the organization has done to encourage community participation and growth of donors.

MVG 2026 Goals and Fundraising Strategy – Required

Character Limit: 7,500

Applicants are asked to describe the plans for 2026 to include: the fundraising goal for MVG 2026 and the strategies your organization plans on undertaking to reach that goal. Will the dollars raised support a specific initiative or will these be general operating dollars? How will you reach out to your donor base to encourage participation?

Past UMF Match – Required

Select one of the following: Yes, No, or Unsure.

Description of Proposed Capacity Building Activities – Required

Character Limit: 7,500

Each awarded organization will receive a \$25,000 grant. Selected organizations must use a portion of the funds to implement a strategy that builds organizational fundraising capacity. Activities may include **but are not limited to** the following: 1) underwriting a MVG event that exposes more donors to the organization and its mission; 2) engaging in fundraising, marketing, or fundraising/crowdfunding training programs for staff; 3) marketing initiatives, to include media (newspaper, television, radio, social media, etc.) advertisement buys, direct mail campaigns, production of video or audio commercials; 4) retaining consultants to assist with case statement development, MVG page build out, direct mail segmentation, etc.; 5) staff time related to donor acquisition (i.e., additional staff time to hold office hours to help donors in person or virtually to make gifts or the creation of peer-to-peer fundraising toolkits); or 6) stewardship initiatives to help retain donors year over year.

Budget – Required

Applicants are asked to provide a line-item budget for the capacity building activities described above.

Match or Challenge – Required

Applicants must select either a match or a challenge.

Funding Theme – Required

Applicants must select which funding themes their organization and work most closely align with. Multiple themes may be selected.

Funding Theme Selection – Required

(Character Limit: 5,000)

Applicants are asked to explain how the organization and the organization's work directly addresses the thematic area(s) selected.

Additional Information

(Character Limit: 5,000)

Applicants may include any additional information related to the organization and/or participation in MVG that they feel would be beneficial for UMF to understand.

If a match is selected, organizations will be required to fill out an additional section about their proposed match.

If a challenge is selected, organizations will be required to fill out an additional section about their proposed challenge.