



Q: What types of projects qualify for Mobilize AZ grants?

A: Mobilize AZ is a portfolio of public health initiatives to address Arizona’s most critical health issues: substance use disorder, mental health, and diabetes. The grant program earmarks funds for organizations that are seeking resources to further their work related to prevention, treatment, resiliency, and recovery for these health conditions.

Q: Is there a deadline to submit proposals?

A: Yes. The deadlines for grant proposals are:

- Substance Use Disorder: Friday, March 29, 2019, by 5 p.m. Arizona time
- Mental Health: Friday, June 28, 2019, by 5 p.m. Arizona time
- Diabetes: Friday, June 28, 2019, by 5 p.m. Arizona time

Q: Why don’t you accept proposals on a rolling basis?

A: Setting an annual deadline streamlines the grant review process, ensuring that funds are provided quickly so that recipients can begin or expand their projects.

Q: Do you provide technical assistance?

A: Yes, up until the grant proposal deadline. Applicants can request technical assistance by emailing the Blue Cross Blue Shield of Arizona (BCBSAZ) Community Health Interventions team at MobilizeAZ@azblue.com.

Note that technical assistance does not guarantee funding. It is intended to help clarify the Mobilize AZ guidelines so that applicants can strengthen their proposal.

Q: What are you looking for in a Mobilize AZ grant proposal?

A: To qualify for a Mobilize AZ grant, the proposed project or activity must fit into one of three categories:

1. **Seed Grants** fund a scalable or proof-of-concept program, curriculum, or other activities.
2. **Innovation Grants** fund a program or other activities that bridge an identified gap, implement new ideas or novel strategies, or build community capacity to address relevant issues through innovative partnerships.
3. **Expansion Grants** expand or enhance an existing program or activities that have demonstrated outcomes.

Priority is given to proposals that:

- Are well-articulated;
- Solve a problem, or expand resources in a measurable and sustainable way; and
- Follow the proposal guidelines (including budget).

Proposals to cover administrative costs (including staff salaries and benefits), capital expenditures (including buildings and renovation), and rent or utilities are not eligible for Mobilize AZ grants.

Q: Can Mobilize AZ grants be used to pay for staff salaries or toward the purchase of a building?

A: No. Mobilize AZ grants are specific to projects and programs that can be sustained without dependence on ongoing grant funding. As a result, grants will not be awarded to fund administrative costs, including staff salaries and benefits, rent, real estate purchases, etc.

We understand that staff are required to complete the work described in many proposals. To maximize grant proposal success, we recommend that you detail the activities and services the staff will perform instead of listing salaries for full time equivalent (FTE) employees.

To illustrate, we have provided two sample budgets for a hypothetical project. Example A shows what *not* to do. Example B demonstrates the process of quantifying and converting salaries into services and activities.

If you have submitted a proposal that includes a budget that looks similar to Example A, we recommend that you revise and resubmit it by the deadline.

Example A: Budget listing FTEs — not acceptable for a Mobilize AZ grant

Budget	
Description	Cost
<i>Personnel</i>	
1 FTE Health Coach	\$ 59,280.00
1 FTE Care Navigator	\$ 30,000.00
<i>Training</i>	
Staff training	\$ 3,900.00
<i>Operating Expenses</i>	
Office supplies	\$ 1,500.00
Software	\$ 500.00
Program materials	\$ 4,000.00
Website development and maintenance	\$ 5,000.00
Cell phone stipend	\$ 2,000.00
Total	\$ 106,180.00

Example B: Budget listing services provided by staff — acceptable for grant consideration

Budget	
Description	Cost
<i>Services</i>	
Case management: 18 hours per week = 936 sessions per year	\$ 28,080.00
Group services: 10 hours per week = 520 sessions per year	\$ 15,600.00
Individual counseling: 10 sessions per week = 520 sessions per year	\$ 15,600.00
Intake services: 15 hours per week = 780 sessions per year	\$ 15,000.00
Referral services: 25 hours per week = 1300 sessions per year	\$ 15,000.00
<i>Training</i>	
Naloxone training: 3 @ \$500	\$ 1,500.00
ACES training: 3 @ \$500	\$ 1,500.00
Peer training: 3 @ \$300	\$ 900.00
<i>Operating Expenses</i>	
Office supplies	\$ 1,500.00
Software	\$ 500.00
Program materials	\$ 4,000.00
Website development and maintenance	\$ 5,000.00
Cell phone stipend	\$ 2,000.00
Total	\$ 106,180.00

Q: Are Mobilize AZ grants available for capital expenditures?

A: No. Mobilize AZ grants are not available for rent, utilities, or building payments/expenses. A strong proposal will include programs and services that identify a need in the community and how the grantee will fulfill it in each respective area.

Q: Is reporting required as part of the Mobilize AZ funding?

A: Yes. Monthly touchpoints and quarterly reporting are required of grantees. Quarterly reporting is due two weeks following the end of each quarter, and includes both narrative and financial updates.

Q: When will I learn if my proposal is awarded a grant?

A: Substance Use Disorder proposals will be reviewed during April-May 2019, with funding decisions made and communicated by June 1, 2019.

Mental Health and Diabetes proposals will be reviewed in July 2019, with funding decisions made and communicated by Aug. 1, 2019.

Other questions about Mobilize AZ grants? Please email them to MobilizeAZ@azblue.com. Thank you for your interest!