

# Request for Proposal

## About the Mobilize AZ Grant Program

Mobilize AZ is the changemaking public health movement spearheaded by Blue Cross® Blue Shield® of Arizona. Through the Mobilize AZ grant program, we invest in community organizations that are working to build and deliver prevention, treatment, resiliency, and recovery services for a variety of health concerns.

Funding priority is given to proposals that expand publicly-available resources, are scalable (or have the potential to increase systems-level capacity), and have a measurable impact.

## 2021 Grant Opportunity: Substance Use Disorder Focus

The 2021 grant opportunity is for projects that focus on substance use disorder prevention, treatment, and/or recovery in conjunction with at least one of three complicating factors:

- Substance use disorder and response to COVID-19
- Substance use disorder and social determinants of health (SDOH)
- Substance use disorder and co-occurring mental health conditions

<b>APPLICATION DEADLINE</b>	Thursday, February 11, 2021, by 5:00 p.m., MST. Completed proposals should be emailed to MobilizeAZ@azblue.com.
<b>PROPOSAL FUNDING MAXIMUM</b>	Up to \$100,000 per proposal; \$500,000 in total funding available for this grant period.
<b>GRANT TERM &amp; PERIOD</b>	12 months, beginning April 1, 2021, and ending on March 31, 2022.
<b>USE OF GRANT FUNDS</b>	Grant funds may be used for direct project-related expenses. Mobilize AZ funding is <u>not</u> available for the following: capital expenditures (including buildings, construction, and/or renovation), lobbying efforts, and/or rent or utilities.

## Eligibility

BCBSAZ accepts proposals for Mobilize AZ grants from non-profit organizations, academic institutions, and governmental entities that are seeking resources to further their work related to prevention, treatment, resiliency, and recovery for substance use disorder in conjunction with at least one of the three specified complicating factors.

## Proposal Requirements

Only proposals that meet specific criteria will be considered for funding. The proposed projects must:

- Include substance use disorder as a primary project focus while also addressing COVID-19 response, SDOH, or co-occurring mental health disorders;
- Identify the population(s) served, including any current documented health disparities that exist within the population(s), and detail the targeted activities that will serve the population(s);
- Describe improved health outcomes expected as a result of the proposed activities as well as any potential community impact; and
- Define proposed measurable outputs, including number of individuals served, services provided, and associated outcomes for the population(s) served.

## INSTRUCTIONS

Proposal narratives are limited to 6 pages of the 10-page proposal maximum. Please number each page, and address the following components:

### 1. Proposal cover sheet (1 page maximum)

Include the following:

- Name of organization
- Tax ID number
- Head of organization: name, email address, and phone number
- Point of contact: name, email address, and phone number
- Proposal focus. Specify one of the following:
  - Substance use disorder and COVID-19 response
  - Substance use disorder and SDOH
  - Substance use disorder and co-occurring mental health conditions
- Amount of funding requested
- County/geographic area served
- Target population(s)

### 2. Executive summary (1 page maximum)

Include overview of proposed activities as well as measurable outcomes.

### 3. Proposal narrative (6 page maximum)

Narratives must answer sections A–D as detailed on page 3.

### 4. Budget and budget justification (2 page maximum)

Please address sections A–B on page 4.

**! Incomplete proposals or those submitted in an alternative format will not be considered.**

## PROPOSAL NARRATIVE REQUIREMENTS

- ❗ Please clearly label each section in the proposal narrative using both letter and topic headers (e.g., *B. Activities*).
- ❗ Proposal narratives exceeding 6 pages (of the 10-page proposal maximum) will not be reviewed.

### A. Background and Problem Statement

Describe the problem your proposal is addressing and/or trying to solve:

- i. Define the population that will be served by this proposal's activities.
- ii. Describe how the population served is impacted by the problem.

### B. Activities

Describe the activities to address the identified issue/problem:

- i. Explain how additional funding will make an impact.
- ii. Specify the number of individuals who will be served, including BCBSAZ members (if applicable). If BCBSAZ members will be served, include an estimated number of members.
- iii. Detail how the proposed activities and services will impact the population.
- iv. Identify any collaborating organizations and/or community partners and their role(s) in the proposal.
- v. Describe what your organization will do to sustain the proposal's activities and/or services after BCBSAZ funding ends.

### C. Success Measures and Reporting

Describe the outcomes and results that will be tracked, including:

- i. Proposed project goals and associated Specific, Measurable, Achievable, Relevant, Time-Oriented (SMART) objectives.
- ii. Proposed project outcomes. Be sure to detail how outcomes will be measured and reported using both quantitative and qualitative measures.
- iii. Demonstrated outcomes to date—include evidence of existing data and outcomes that support the efficacy and/or impact of the proposed activities (if applicable).

### D. Organizational Infrastructure

Describe the organizational infrastructure currently in place to support the proposed activities, including names, titles, and qualifications of key personnel within the organization.

## BUDGET AND BUDGET JUSTIFICATION

**A. Detailed budget** identifying total funds requested and a breakdown by expense category:

- Personnel
- Travel
- Equipment
- Supplies
- Vendor contracts and/or consultants
- Other(s)—please describe

**B. Narrative budget justification.**

- Describe each budget expense category which matches budget line item calculations.
- For any personnel funded by this grant, please provide either:
  - FTE allocation AND a description of the proposed activities (e.g., Case Manager will be funded at .5 FTE and will be responsible for providing 500 case management visits and 500 group counseling sessions during the grant year);  
OR
  - Calculation by service unit (e.g., *500 case management visits x \$20/visit = \$10,000*)

**! Grant funds may be used for direct project-related expenses. Mobilize AZ funding is not available for the following: capital expenditures (including buildings, construction, and/or renovation), lobbying efforts, and/or rent or utilities.**

## Frequently Asked Questions

In this section, we provide answers to the most commonly asked questions about Mobilize AZ grants. If you have questions not covered here, please email them to MobilizeAZ@azblue.com.

### **Q: What organizations are eligible to apply for Mobilize AZ grant funding?**

A: Non-profit organizations, academic institutions, and governmental entities are eligible to apply for Mobilize AZ grant funding. Current Mobilize AZ grantees are not eligible for the 2021 grant opportunity.

### **Q: What types of projects qualify for the 2021 Mobilize AZ grant opportunity?**

A: The 2021 grant opportunity is for projects that focus on substance use disorder prevention, treatment, and/or recovery in conjunction with at least one of three complicating factors:

- Substance use disorder and response to COVID-19
- Substance use disorder and social determinants of health (SDOH)
- Substance use disorder and co-occurring mental health conditions

Priority is given to proposals that:

- Address a problem, or expand resources in a measurable and sustainable way;
- Will have a measurable impact;
- Are well-written; and
- Follow the proposal guidelines (including budget).

### **Q: What is the deadline to submit a proposal?**

A: 2021 substance use disorder proposals will be accepted until 5 p.m., MST, on Thursday, February 11, 2021.

### **Q: When will I learn if my proposal is selected for funding?**

A: 2021 substance use disorder proposals will be reviewed by early March 2021 with funding decisions made and communicated by March 31, 2021.

### **Q: What is the grant term and start date?**

A: Projects are funded for a 12-month term, beginning April 1, 2021, and ending on March 31, 2022.

### **Q: Are there limitations on how grant funds can be used?**

A: Grant funds must be used for direct project-related expenses. Mobilize AZ funding is not available for the following: capital expenditures (including buildings, construction, and/or renovation), lobbying efforts, and/or rent or utilities.

**Q: Can Mobilize AZ grants be used to pay for personnel?**

A: Mobilize AZ grants are designed for projects and programs that can be sustained without dependence on ongoing grant funding. That said, we understand that staff are required to complete the work described in many proposals.

To maximize grant proposal success, we recommend detailing any staff resources in one of two ways—see examples. Please only include employees working directly on the proposed grant project.

- **Option A:** FTE allocation and description of proposed activities

DESCRIPTION	COST
<b>Personnel</b>	
.5 FTE Health Coach	\$20,000.00
Case management: 500 visits per year	
Group counseling: 500 sessions per year	
<b>Training</b>	
Naloxone training: 3 @ \$500	\$1,500.00
ACES training: 3 @ \$500	\$1,500.00
Peer training: 3 @ \$300	\$900.00
<b>Operating Expenses</b>	
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
<b>TOTAL</b>	<b>\$36,900.00</b>

- **Option B:** Calculation by service unit

DESCRIPTION	COST
<b>Services</b>	
Case management: 500 visits per year at \$20 per hour	\$10,000.00
Group counseling: 500 sessions per year at \$20 per hour	\$10,000.00
<b>Training</b>	
Naloxone training: 3 @ \$500	\$1,500.00
ACES training: 3 @ \$500	\$1,500.00
Peer training: 3 @ \$300	\$900.00
<b>Operating Expenses</b>	
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
<b>TOTAL</b>	<b>\$36,900.00</b>

**Q: Are Mobilize AZ grants available for capital expenditures?**

A: No. Mobilize AZ grants are not available for capital expenditures such as buildings, construction, and renovations. We also don't provide grants to fund lobbying efforts or to pay for rent or utilities.

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

A: Yes. Monthly progress calls and quarterly reporting are required of grantees. Reporting requirements include both narrative and financial updates.

**Q: When is grant funding provided?**

A: All selected projects will be funded in two installments.

- Installment 1: at kick-off (following completion of all required paperwork); and
- Installment 2: at the mid-point of the grant year.

**Thank you for your interest!**



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