



**PUBLIC POLICY INSTITUTE**  
Policy. Prevention. Innovation.

# **Request for Proposals: Stay Strong MKE**

Issued January 31, 2024

Due Thursday, February 29, 2024 by 4:00pm

# Stay Strong MKE 2024 Request for Proposals

## Introduction

The Community Advocates Public Policy Institute invites proposals from not-for-profit organizations or government entities servicing Milwaukee County to provide programming and services directed toward the prevention of alcohol and other drug use and misuse among Milwaukee County residents of all ages.

Funding is made available through the Milwaukee County Behavioral Health Division. Substance use and misuse have broad and significant impacts on the overall health and wellbeing of all Milwaukee County residents. The economic and health costs of substance abuse are substantial. The most effective way to address these issues is to prevent them.

The Community Advocates Public Policy Institute will allocate approximately \$300,000 in AODA (Alcohol and Drug Abuse) prevention funding in 2024 based on this Request for Proposal's competitive application process. It is estimated that 10 projects will be funded with a maximum grant award of \$30,000.

## Purpose

In its role as administrator of Stay Strong MKE since 2013, the Community Advocates Public Policy Institute is responsible for contract administration, project monitoring and coordination, financial and project reporting, and evaluation. Additional information about the Community Advocates Public Policy Institute's current projects, collaborative relationships, and research and evaluation can be obtained online at [PPI.CommunityAdvocates.net](http://PPI.CommunityAdvocates.net)

The Community Advocates Public Policy Institute is soliciting proposals for the provision of alcohol and other substance use prevention projects.

Stay Strong MKE projects place emphasis on:

- Leveraging and maximizing existing resources by partnering with key leaders, community organizations, the faith community, parents and families, public and private institutions, and other youth-serving and youth development organizations and resources;
- Tailoring programs to Milwaukee County resident's strengths and challenges;
- Utilizing the skills, knowledge and services of youth, parents, local citizens, public and private organizations, the faith community, business, volunteer organizations and others throughout the community;
- Supporting the work of the RISE Drug Free MKE Coalition toward preventing substance use and misuse, and promotion of mental health across the lifespan of all Milwaukee County residents.

Projects will include a variety of services aimed at preventing and reducing the incidence of alcohol and drug use among Milwaukee County residents by achieving the following outcomes:

- 1) Decrease the proportion of participants who report using alcohol;
- 2) Decrease proportion of participants who report using illegal drugs;
- 3) Increase the proportion of participants who report the efficacy to abstain from alcohol and illegal drugs despite external pressures; and
- 4) Increase the proportion of participants who report the efficacy to manage negative emotions that lead to alcohol or drug use.
- 5) Increase the proportion of participants who report engaging in mental health promotions.

## Trauma-Informed Approach

Stay Strong MKE projects should use a [trauma-informed approach](#) to implementation that:

- Realizes the widespread impact of trauma and understands potential paths for recovery;
- Recognizes the signs and symptoms of trauma in clients, families, staff, and others involved with the system;
- Responds by fully integrating knowledge about trauma into policies, procedures, and practices;
- Seeks to actively resist re-traumatization; and
- Reflects the six key principles of a trauma-informed approach:
  - Safety
  - Trustworthiness and Transparency
  - Peer support
  - Collaboration and mutuality
  - Empowerment, voice and choice
  - Cultural, Historical, and Gender Issues

## Eligibility and Minimum Standards

To be eligible, an applicant organization must be an established 501(c)(3) nonprofit organization or a government entity.

## Grantee Expectations

- All awardees will be expected to deliver the project as outlined in their proposal with a majority of funds to be spent within the contracted agency meaning minimal subcontracting.
- All awardees will deliver services within Milwaukee County.
- All awardees using evidence-based/evidence informed curricula must use those tools with fidelity. Guidance regarding appropriate adaptations will be available by request.
- All awardees will submit a six-month and final report to the Community Advocates Public Policy Institute.
- All awardees are required to work with outside evaluators retained by the Community Advocates Public Policy Institute. This may be in addition to other tools you currently utilize.

- All awardees are expected to participate in five of six regular grantee meetings, five of six regular Milwaukee RISE Drug Free MKE Coalition meetings, as well as several technical assistance meetings, trainings and networking events.
- Awardees will allow Community Advocates Public Policy Institute access to programming to provide monitoring and observation.
- All awardees agree that organization clients, staff, and membership on the governing board are served, employed or appointed without regard to social or economic class, gender, gender identity, age, sexual orientation and identification, disability, special health care needs, race or religion. Organizations with a religious affiliation must not refuse services to an applicant based on religion or require attendance at religious services as a condition of assistance.

### **Light & Unite Red Week**

Light & Unite Red Week, a week-long observance that focuses on promoting healthy, drug- and alcohol-free living and support our community members who are improving their lives by remaining free of substance use and achieving holistic wellness. Awardees are expected to engaging in planning of events for this week, and ensure that program participants engage in a special activity observing Light & Unite Red Week (in addition to regular project activities). More information and suggestions can be found at: <https://risedrugfreemke.org/what-we-do/light-unite-red-week-2023.html>

### **RISE Drug Free MKE Coalition**

Now in its twelfth year of existence, the RISE Drug Free MKE formerly known as Milwaukee County Substance Abuse Prevention Coalition (MCSAP) is a coalition of community partners including youth, parents, business, media, schools, youth-serving organizations, law enforcement, religious organizations, civic groups, healthcare, government agency, and other organizations. RISE Drug Free MKE's vision is "Bringing together resources, wisdom, talents and passion to create a happy and healthy community". RISE Drug Free MKE operates under the mission statement: "To raise awareness of substance (mis)use and, through inclusive education, elevates our entire community, from our youth to elders, out of the harms caused by substance (mis)use." Awardees are required to have a minimum of one representative from their agency attend and participate in the coalition meetings, and network and training opportunities, information sharing, the latest AODA information, and more as available.

### **Community Advocates Public Policy Institute Commitments**

- Community Advocates Public Policy Institute will organize regular grantee meetings, as well as training and networking opportunities for awarded organizations throughout Milwaukee County.
- Community Advocates Public Policy Institute will contract with the Center for Urban Population Health to provide evaluation support at no cost to awardees.

## Stay Strong MKE Timeline

February 20 <sup>th</sup> , 2024	Deadline to submit your questions about the request for proposal, using this google form: <a href="https://forms.gle/8SGmW18s61ByYKfv9">https://forms.gle/8SGmW18s61ByYKfv9</a>
February 22 <sup>nd</sup> , 2024	Answers to questions will be published on the PFI website.
February 29 <sup>th</sup> , 2024	Stay Strong MKE proposals due by 4:00pm.
March 29 <sup>th</sup> , 2024	Awardees notified via email.
April 1 <sup>st</sup> , 2024	Stay Strong MKE Contract Start Date
December 31 <sup>st</sup> , 2024	Project funding year ends
January 2025	Final reports due to Community Advocates Public Policy Institute

## Proposal Requirements

Each applicant organization must submit a written proposal. Proposals that do not follow this format may not be reviewed.

## General Instructions

Proposal length cannot exceed 10 pages as follows:

Required Section	Maximum Length
Application page	1 page
Project Narrative	5 pages
Diversity, Equity & Inclusion	½ page
Budget	1 page
Budget Narrative	2 pages

- Proposals must use at least 12 pt. font with a minimum 1 inch margins on all sides. The font requirement applies to all narrative except logic model, text boxes, charts, tables, footnotes, and forms, which must use at least 10 pt. font.
- All pages must be numbered, with the application page as page 1 and the budget narrative ending no later than page 11.
- Please do not attach additional information other than what has been requested, including brochures or other documentation.
- Provide one copy of organization's 501(c)(3) IRS determination letter.
- Deliver your proposals to Sonia Frymark via email at [sfrymark@communityadvocates.net](mailto:sfrymark@communityadvocates.net) no later than 4:00pm on Thursday, February 29<sup>th</sup>, 2024. Proposals that are mailed, faxed, or late may not be accepted.

## Specific Instructions

The entire application is worth a total of **100 points**. Following are instructions for each section of the proposal.

### Application Cover Page (5 points)

The application page is the first page of the application. Please populate the form provided in this electronic application packet or replicate the form and complete all requested items. The form must be signed by an authorizing official of the organization, i.e. board chair or executive director.

The application page also requires a clear, accurate, concise project abstract (250-word limit) which must include:

- ✓ a brief description of the proposed grant project
- ✓ the need addressed by the proposed project
- ✓ the proposed services encompassed by the proposed project

- ✓ the population group(s) to be served by the proposed project

Project abstracts must not include reference to other parts of the application.

## **Project Narrative (80 points)**

The project narrative will provide reviewers with information about your organization and your proposed project. It is very important that you follow the format provided below and label each section and subsection as indicated.

### Organization Capability and Qualifications (15 points)

Please describe the following elements in this section:

- brief history of organization
- experience in providing AODA prevention programs
- project staff's background and experience in relation to AODA program delivery.

### Needs Statement and Target Population (15 points)

Clearly state the specific needs and challenges for the target population in relation to alcohol and other drug use and abuse. Describe this target population's demographics in terms of race/ethnicity, gender, age, poverty status and where they reside within Milwaukee County. Document the need for services in the context of a survey, needs assessment conducted by the applicant organization, another partner organization or through local statistics released by credible sources, such as city, county, state, universities, etc. Detail how your project is inclusive to all populations and accommodates individual needs (language, physical disabilities, etc.). Indicate whether your project delivery will be indicated, selected or universal prevention (for definitions, please visit: [chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://dhss.delaware.gov/dhss/dsamh/files/pds.pdf](https://efaidnbmnnnibpcajpcglclefindmkaj/https://dhss.delaware.gov/dhss/dsamh/files/pds.pdf))

### Project design (25 points)

Please address the following elements in this section:

- A brief description of the evidence-based and/or evidence- informed program model or practice and theory of change; specifically, describe why this program/practice was selected over others and why it will lead to the proposed outcomes in the logic model. (Additional information requested in Evidence-Based Program section)
- Describe outreach strategy. For example, describe how the proposed project will reach, engage and retain participants or address target audience
- Describe where participants will be served and the hours locations will be open
- Number of hours of programming (total hours of direct service that will be provided)
- Provide a numeric breakdown of participants projected to be served by the end of the project year, or number of people that will be reached in your target audience
- Describe participant involvement in project design, implementation, and ongoing operation

## **Collaborative Relationships (10 points)**

Describe existing and proposed partnerships that will be utilized to deliver programming under this grant. Outline the benefits and outcomes of each partnership, (i.e. collaboration

with MPS to deliver curriculum to their youth in the schools). Include funding source if the partner is providing a leveraged resource.

## **Evidence-Based/Evidence-Informed Program and/or Practice (15points)**

**Evidence-based:** programs and practices for prevention that are validated by some form of documented scientific evidence. This includes findings established through controlled clinical studies, but other methods of establishing evidence are valid as well.

**Evidence-informed:** programs and practices for prevention that are proven to be promising and responsive to the newest and most effective science and evidence through pilots, or other forms of implementation proven to be successful will also be considered.

Evidence-based programs can be found through the following sites:

- SAMSHA's National Registry of Evidence-based Programs and Practices, U.S. Department of Health and Human Services, Substance Abuse and Mental Health Administration – <https://www.samhsa.gov/resource-search/ebp>
- OJJDP Model Programs Guide, Office of Juvenile Justice and Delinquency Prevention – <http://www.ojjdp.gov/mpg/>
- Guide to Community Prevention Services, Centers for Disease Control and Prevention – <https://www.thecommunityguide.org/>

Indicate the evidence-based and/or evidence-informed curriculum or practice selected to be used in the project. Include a reference to the specific evidence-based registry where the program is listed (e.g. SAMHSA, OJJDP, etc.) as well as a citation and/or link to the full research citation for the selected evidence-based curriculum or practice. Explain why the curriculum or practice was selected and why it is a good fit for the proposed project and target population.

## **Diversity, Equity, and Inclusion (15 points)**

Describe how program participants and/or their families have been or will be part of decision-making processes for this project or within your organization. Additionally, share any relevant experience you have making cultural adaptations to programs and projects, that better supported the community you intended to serve.

## **Budget & Budget Narrative**

While budget proposal and narrative will not impact scoring, each application needs to include both with their submission. Outline the proposed budget for the amount you requested using the provided budget template. Include the cash match breakdown and source(s) of match. Total project cost should be outlined as well. For the budget narrative please describe in detail each proposed budget line item, including description of match and overall cost to deliver programming.

Budget submitted should be according to the year 1 budget amount as outlined below, each future year, awardees will be asked to submit an annual budget.

- Year 1 budget, April 1, 2024- December 31, 2024: \$22,500



- Year 2 budget, January 1, 2025 – December 31, 2025: \$30,000

## **Application Review Process**

### **Preliminary Review**

The proposals will be initially reviewed to determine if minimum requirements are met. Failure to meet minimum requirements shall result in the proposal being rejected. In the event that all proposers do not meet one or more of the minimum requirements, Community Advocates Public Policy Institute reserves the right to continue the evaluation of the proposals that most closely meet the minimum requirements of this RFP.

### **Proposal Review Committee**

After the preliminary review, each proposal meeting the minimum criteria will be reviewed and scored by a panel of 4-6 reviewers using the Stay Strong MKE Proposal Scoring Instrument. The Review Committee will consist of members who have been selected because of their special expertise and knowledge of positive youth development, trauma-informed approaches and/or substance use prevention best practices.

The evaluation committee's scoring will be tabulated and proposals ranked based on the numerical scores received. Applicants may not contact members of the evaluation committee except at the request of Community Advocates Public Policy Institute.

### **Right to Reject Proposals**

Community Advocates Public Policy Institute reserves the right to reject any and all proposals. Community Advocates Public Policy Institute may negotiate the terms of the contract, including the award amount, with the selected applicant prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring applicant, the organization may negotiate a contract with the next highest scoring proposer.

# Application Cover Page

## Proposal for Stay Strong MKE 2024 Projects

Organization Name	
Street Address	
ZIP Code	
Stay Strong MKE Project Name	
Contact Person Name, Phone and Email	
Amount of Stay Strong MKE Request	
Date of Most Recent Organization Audit	
Authorizing Official's Name and Title	
Authorizing Official's Signature	

Project Abstract (250 word limit):

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# Proposed Annual Budget

April 1, 2024 to December 31, 2024  
Up to \$22,500

Category	Stay Strong MKE Request	Cash Match	Source of Match	Total Project Cost
Salaries				
Fringe Benefits				
Payroll Taxes				
Professional Fees				
Supplies				
Telephone				
Postage				
Occupancy				
Equipment Rental/Maintenance				
Printing				
Travel				
Conferences				
Membership Dues				
Awards and Grants				
Allocated Costs				
Client Transportation				
Depreciation				
Other				
<b>TOTAL</b>				

## Budget Narrative

Include a maximum two-page budget narrative providing explanation of every line item in the proposed Stay Strong MKE budget as described on p. 13 of this application. Also explain the source and use of funds/resources claimed as cash match.

Below is a **description** of each line-item. Please be sure to provide sufficient detail in the narrative to support each cost category as referenced below.

Category	Description	Justification/ Narrative
<b>Salaries</b>	Costs of employee salaries and wages	Identify the project director if known at the time of application. For each staff person funded through this proposed project provide: the title; time commitment to the project in months; time commitment to the project as a percentage of full-time or equivalent; annual salary; grant salary; wage rates; etc. Do not include cost of consultants, personnel costs of delegate awardees, or specific project(s) and/or businesses to be financed.
<b>Fringe Benefits</b>	Cost of employee fringe benefits unless treated as part of an approved indirect cost rate.	Provide a breakdown of the amounts and percentages that comprise fringe benefit costs such as health, life and disability insurances, pension etc.
<b>Payroll Taxes</b>	Employer's share of payroll taxes	Provide breakdown of amounts and percentages (Federal Insurance Contributions Act (FICA) taxes, Worker's Compensation and Unemployment Insurance)
<b>Professional Fees</b>	Fees charged for services from consultants (curriculum training costs, social marketing, website design, etc.)	Provide breakdown of the type of professional service provided and amount of hours and plan for use in project. Please describe how these services are specifically related and necessary for the Stay Strong MKE project
<b>Supplies</b>	Supplies include the purchase of curriculum materials, staff supplies, project support items, office supplies, copier lease, outreach and recruitment materials, and external printing and copying costs	Provide breakdown of costs per unit, quantities purchased and plan for use in the project by item

<b>Telephone</b>	Project-related telephone/cell phone costs	Provide breakdown of costs for phone services and basis used for charging to this project
<b>Postage</b>	Project related postage/ mailing costs	Provide breakdown by cost per mailing and total pieces mailed and plan for use in project

<b>Occupancy</b>	Cost of mortgage/rent, Building Maintenance/Repair	Provide cost for yearly rent/mortgage, and description of other costs associated with occupancy
<b>Equipment Rental/Maintenance</b>	“Equipment” means an article of nonexpendable, tangible personal property having a useful life of more than one year and an acquisition cost that equals or exceeds the lesser of (a) the capitalization level established by the organization for the financial statement purposes, or (b) \$5,000.	For each type of equipment request provide a description of equipment; the cost per unit; the total cost; and a plan for use on the project; as well as use and/or disposal of equipment after the project ends.
<b>Printing</b>	Project related printing costs (marketing flyers, handouts, etc.)	Provide breakdown of printing purpose/use in the project, quantity and cost by unit
<b>Travel</b>	Cost of project-related travel by employees of the applicant organization.	Please indicate the estimated number of project related miles and organization approved mileage rate. For out-of town travel, describe how it is specifically related and necessary for the project. Provide unit costs for all travel-related items.
<b>Conferences</b>	Cost of project-related conferences attended	For each conference attended show: total number of personnel in attendance, and total cost
<b>Membership Dues</b>	Payments and dues associated with clubs and associations and organizations	Identify the club or association the payment or due is made to, and the purpose or benefit to the project
<b>Awards and Grants</b>	Non-repayable funds disbursed by a party to a recipient	Describe award/grant amount and purpose
<b>Allocated Costs</b>	Assignment of a common cost to several cost objects	Describe common cost and breakdown by % of allocation between each of the cost objects

<b>Client Transportation</b>	Costs associated with client transportation to assist participants getting to and from programming (e.g. bus tickets, buses, taxi, etc.)	For each trip show: total number of traveler(s); type of travel, travel destination; and mileage
<b>Depreciation</b>	Costs associated with large capital expense purchase spread over the number of years it will be in use	Describe capital expense, cost, terms and purpose to project.
<b>Other</b>	Total of all other costs not previously identified such as legal fees, organization audit, liability insurance, etc.	Provide computations, a narrative description and justification for each cost under this category.