

**PRINCE WILLIAM COUNTY COMMUNITY SERVICES
BEHAVIORAL HEALTH & WELLNESS
YOUTH-LED MENTAL HEALTH STIGMA REDUCTION
MINI-GRANT PROGRAM**

Request for Proposals

IMPORTANT DATES

Request for Proposals Released.....	March 25, 2021
Proposals Due	April 20, 2021
Awards Announced.....	April 26, 2021
Project Period Begins.....	May 1, 2021
Project Period Ends.....	August 15, 2021
Project Report Due.....	August 27, 2021

INTRODUCTION AND MINI-GRANT GOALS

One in five people in the U.S. experiences a mental health disorder in their lifetime. It could be serious depression, anxiety, psychosis, an eating disorder, or any of a number of common conditions, all of which are treatable. Mental health disorders are common. Recovery is possible. Treatment works.

Yet, because of the stigma associated with mental illness, people are often reluctant to admit that they, or someone they care about, has a mental health problem, fearing the disapproval, misunderstanding and discrimination that could result from such a diagnosis. Sadly, this stigma keeps people from seeking help, especially at the early onset of illness, when treatment can be most effective.

Eliminating stigma requires a change in the way we talk and think about mental illness in our culture. Young people can be a very powerful, driving force behind this kind of positive culture change.

This mini-grant program will fund youth-planned, youth-led projects to reduce stigma and increase awareness of mental health and help-seeking behavior among their peers. The program’s goals are to:

1. Empower youth to reduce the stigma of mental illness in their communities and focus on suicide prevention;
2. Encourage youth to speak up when concerned about a friend or loved one;
3. Educate youth on facts regarding mental illness, including how to recognize it and seek help for oneself or others; and
4. Educate youth on ways they can promote their own and others’ mental health.

This mini-grant program is funded by a regional suicide prevention grant from the Virginia Department of Behavioral Health and Developmental Services. The Fairfax-Falls Church Community Services Board is the fiscal agent on the grant and is administering the mini-grant program. The funds will be distributed locally by the Prince William County Community Services.

MINI-GRANT ELIGIBILITY, REQUIREMENTS, AND FUNDING AVAILABILITY

The following types of organizations are eligible for mini-grants:

- Non-profit organizations with a 501(c)3 designation from the Internal Revenue Service, or youth groups affiliated with one;
- School or community-based youth groups;
- Youth-serving groups affiliated with Prince William County, City of Manassas, and the Manassas Park City Public Schools;
- Public agencies other than the Prince William County Community Services.

Additionally, applicants must:

- Serve youth from Prince William County, City of Manassas, or Manassas Park City;
- Propose a project that is planned and implemented by youth. Adults can serve as mentors or sponsors, but cannot be project leads or facilitators.

A total of \$6,000 is available for the mini-grant program. Applicants may request up to \$1,000. It is anticipated that the average award will be \$500. Funding may not be used for salaries or other personnel costs.

MINI-GRANT APPLICATION AND IMPLEMENTATION PROCESS

To apply for a grant, email an application to HMartinsen@pwcgov.org. An application form is attached, but it is recommended that applicants create an application in Word (or a similar word processing software) that responds to the questions on the application form. Contact us to receive the application in Word format. The document should be saved and submitted in .pdf format. An application should be no longer than three pages. Applications must be received by 11:59 p.m. on April 20, 2021. Applicants should receive an acknowledgement that their application was received via email within one business day. Heather Martinsen is available for technical assistance during the application and implementation process. Ms. Martinsen can be contacted at 703-792-7739 or HMartinsen@pwcgov.org.

Applicants will be notified of their status by April 26, 2021. Awardees can begin project implementation as soon as May 1, 2021. Projects must be completed by August 15, 2021. Projects do not need to be implemented throughout the entire project period. (For example, they can take place over the course of one week or be a day event). Projects can be implemented in school or community settings.

Awardees will be required to submit a short final report by August 27, 2021. The report will include a narrative of the project, copies of any materials or pictures the project team wants to share, and the number of youth reached (served) by the project or its various elements. Awardees may be asked to submit a final report within one month of the project completion date.

CRITERIA

Proposals will be scored based on the following criteria:

- Likely effectiveness – the extent to which the project is likely to achieve the mini-grant program’s goal of reducing the stigma of mental illness and focusing on suicide prevention among youth with a plan to measure or demonstrate effectiveness (15 points);

- Creativity – the extent to which the project reflects originality and resourcefulness (15 points);
- Reach – the number of youth served by the project (10 points); and
- Replicability – the extent to which the project could be implemented in other locations and/or in the future (10 points).

Proposals that do not clearly specify how youth will lead the planning and implementation of the project will not be considered.

Proposals will be scored by a panel of members of the Prince William Area Suicide Prevention Collaborative. This team is comprised of professionals and concerned residents from the Prince William area. The panel will recommend awardees to the Executive Director of the Prince William County Community Services, who will make the final decision.

An effort will be made to ensure geographical diversity among awardees.

CONTACTS

Questions regarding the mini-grant program should be directed to:

Heather Martinsen, MSW
Behavioral Health & Wellness Supervisor-New Horizons Program
PWC Community Services
HMartinsen@pwcgov.org
Office-703-792-7739
Cell-571-641-7019

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Application

Applicant Information

1. Organization or applicant name:
2. Applicant address:
3. Applicant web URL:
4. Contact person name:
5. Contact person title:
6. Contact person email:
7. Contact person phone:
8. If contact person is a youth, please provide the name, title, email, and phone of an adult who will serve as the applicant's fiscal manager if awarded:

Project Information

9. Project title:
10. Estimated number of youth reached (served) by the project:
11. Provide a short narrative describing the project, including where the project will be implemented:
12. Describe how the project will lead toward reduced stigma regarding mental illness among youth:
13. Describe how youth will be involved in the planning and implementation of the project:
14. Will the project be implemented by an existing youth club or group? If yes, please provide the name and a short description of the group:
15. Provide a time line for the project:

Budget Information

16. Please itemize your budget using the format below:

(Not to exceed \$1000. Personnel costs are not allowed. See example budget below.)

Item	Quantity	Unit	Cost per Unit	Total
Total				

17. Provide a short description of how each item in the budget will be used:

Commitment

By signing this application, I/we agree to the following:

1. If there is any planned media coverage, press releases, or publications regarding this project, we will recognize the support by “This event/message/activity is funded by the Prince William County Community Services as a program of the Northern Virginia Suicide Prevention Plan, made possible by a grant from the Virginia Department of Behavioral Health and Developmental Services.”
2. We will use the mini grant funding as proposed in our application.
3. We will expend no mini grant funding beyond September 15, 2021.
4. We will submit our final report no later than one month after completion of our initiative or August 27,2021 using the template to be provided to awardees.

Contact Name:

Contact Initials:

Initialing this box serves as an electronic signature. You are signifying that you have read and agree to the commitment paragraph above.

Example Budget: (This is to help guide your budget development)

Item	Quantity	Unit	Cost per Unit	Total
T-shirts	20	each	\$7.00	\$140.00
Pencils	10	box	\$3.00	\$30.00
Total				\$170.00