Notice of Funding Opportunity (NOFO)

FY25 Youth Mental Health and Substance Use Grants Program

_____

Program Summary: The Department of Health and Human Services (HHS) and the Office of Grants Management (OGM) is soliciting grant applications for the County's FY 2025 Community Youth Mental Health and Substance Use Initiatives Grants Program from qualified organizations. Supplemental Appropriation #25-30 (Resolution 20-718) provides $1,332,848 in Juul and Altria settlement funds for a competitive grants program. These funds will support programs to implement innovative, community-based strategies that educate on the dangers of nicotine and other substances; promote cessation of vaping and substance use; and address the root causes and long-term impacts of e-cigarettes and other harmful substances. These settlement funds support local education and prevention programs, and public health campaigns designed to reduce vaping rates and promote healthier lifestyles. Community organizations must use evidence-based, culturally informed, and/or promising practices tailored to youth ages 11-24, with a focus on out-of-school activities and family/caregiver outreach. Applicants are encouraged to collaborate with other community organizations to ensure a coordinated, community-driven approach that maximizes resources, expands outreach to youth, and enhances the effectiveness of prevention and cessation efforts.

HHS will provide up to three awards ranging from $250,000 to $500,000 each to fund youth-centered programs that prioritize the needs of youth aged 11-24 in Montgomery County, particularly Black/African American and Hispanic/Latino youth and emphasize collaborative, evidence-based approaches. Organizations may submit multi-year proposals lasting up two years (24 months) with the second year of funding contingent on Council appropriations and good performance. Funded programs must emphasize collaborative, evidence-based approaches and focus on high-impact areas, including:

- Aspen Hill (20906);
- Briggs Chaney (20904);
- Gaithersburg/Old Town Gaithersburg (20877, 20878, 20879, 20886);
- Germantown (20874, 20876);
- Glenmont (20902);
- Montgomery Village (20886);
- Silver Spring (20901, 20902, 20903, 20904, 20905, 20906, 20910); and
- Wheaton (20902, 20906).

Partnerships with other community organizations are encouraged to maximize impact. Organizations may submit multi-year funding proposals of up to two years in length. Future funding for multi-year awards will be contingent on good performance and future funding availability through County Council appropriations.

Key Program Dates:

- **Program Opens for Applications:** Friday May 2, 2025 at 3:00 PM
- **MS Teams Live Online Grant Program Information Session:** Friday May 9, 2025 from 10:00 AM to 11:00 AM (see link below)
- **Submission Deadline:** Friday May 30, 2025 at 11:59 PM

Key Program Resources:

- **Program Page:** https://gn.ecivis.com/GO/gn_redir/T/a1wb00sikqj7
- Link to the May 9, 2025 Information Session OR a recording of the event
- OGM Board Race-Ethnicity Reporting Template

Grant Program Details, Submissions, and Support: Application details can be downloaded and application may be submitted through OGM's Online Grants Application Platform through the links above. Applicants requiring an Americans with Disabilities Act (ADA) accommodation should contact the Office of Grants Management to discuss alternative submission options. Applications that are incomplete, do not meet legal requirements, or are submitted after the deadline will not be accepted.

For general questions, platform support, or for alternate ADA submission options please contact the Office of Grants Management using the contact information below. For any technical questions related to the Grant Program please contact HHS using the contact information below:

Ali Hoy, Program Manager II
Office of Grants Management
(240) 773-3384
grants@montgomerycountymd.gov

Kisha Davis, MD, MPH, FAAFP
Health Officer
Department of Health and Human Services
kisha.davis@montgomerycountymd.gov

TABLE OF CONTENTS

SECTION I – GRANT PROGRAM INFORMATION

A. Background

The Department of Health and Human Services (HHS) and the Office of Grants Management (OGM) is soliciting grant applications for the County's FY 2025 Community Youth Mental Health and Substance Use Initiatives Grants Program from qualified organizations. **Supplemental Appropriation #25-30 (Resolution 20-718)** provides $1,332,848 in Juul and Altria settlement funds for a competitive community grant program. These funds will support innovative, community-based strategies that educate on the dangers of nicotine and other substances (e.g., alcohol, cannabis, fentanyl); promote cessation of vaping and substance use; and address the root causes and long-term impacts of e-cigarettes and other harmful substances. Community organizations must use evidence-based, culturally informed and/or promising practices tailored to youth ages 11-24, with a focus on out-of-school activities and family/caregiver outreach. Applicants are encouraged to collaborate with other community organizations to ensure a coordinated, community-driven approach that maximizes resources, expands outreach to youth, and enhances the effectiveness of prevention and cessation efforts.

HHS will provide up to three awards ranging from $250,000 to $500,000 each to fund youth-centered programs that prioritize the needs of youth aged 11-24 in Montgomery County, particularly Black/African American and Hispanic/Latino youth and emphasize collaborative, evidence-based approaches. Funded programs must emphasize collaborative, evidence-based approaches and focus on high-impact areas listed in the Funding Priorities section below.

Partnerships with other community organizations are encouraged to maximize impact. Organizations may submit multi-year funding proposals of up to two years in length. Future funding for multi-year awards will be contingent on good performance and future funding availability through County Council appropriations.

About the Office of Grants Management: As charged in Bill 36-19, the OGM provides a central point of contact regarding the grants that the County receives or awards. The OGM also develops countywide policies and procedures regarding grants management and ensures these are consistent with racial equity and social justice goals, performs outreach regarding grants offered by the County and other grants functions. For additional information on other Montgomery County grant programs, please visit the [OGM's County homepage](https://montgomerycountymd.gov/ogm/) at https://montgomerycountymd.gov/ogm/ .

B. Priority Population

Juul and Altria settlement funds are intended to be used for populations most impacted or at risk of being impacted by the vaping epidemic. The priority populations for this Grant Program are youth aged 11-24 in Montgomery County, particularly Black/African American and Hispanic/Latino youth and emphasize collaborative, evidence-based approaches. Programs should reach high-impact areas (Aspen Hill, Briggs Chaney, Gaithersburg/Old Town Gaithersburg, Germantown, Glenmont, Montgomery Village, Silver Spring, Wheaton).

C. Funding Priorities

The goal of this program is to support projects that implement youth-centered programs. Programs should reach the high-impact areas of:

- Aspen Hill (20906);

- Briggs Chaney (20904);
- Gaithersburg/Old Town Gaithersburg (20877, 20878, 20879, 20886);
- Germantown (20874, 20876);
- Glenmont (20902);
- Montgomery Village (20886);
- Silver Spring (20901, 20902, 20903, 20904, 20905, 20906, 20910); and
- Wheaton (20902, 20906).

Applicants are encouraged to collaborate with other community organizations and must demonstrate these partnerships in their application. Proposals should outline how partners will work together to enhance program reach, coordinate services, and maximize impact. If the partner plans to share grant resources or manage a sub-granting initiative, this must be detailed where applicable in the proposal. Any proposed sub-granting should detail a proposed application, selection, and awarding process as well as how these awards will be monitored for impact and financial compliance. Strong applications will include letters of commitment or other evidence of collaboration, showing how organizations will share resources, expertise, and community connections to effectively engage disconnected youth and their families.

OGM expects a large number of applications and total funding requests that will greatly exceed the amount of resources available. To help applicants make their proposals more competitive, priority in awarding funding will be given to proposals that demonstrate that the organization can develop and implement effective, youth-focused initiatives that prevent and reduce e-cigarette use and other harmful substances by addressing underlying risk factors, promoting healthy alternatives, and fostering long-term behavior change through evidence-based strategies and strong community partnerships. Examples of potential projects include**, but are not limited to**:

1. **Peer-Led Prevention Programs** – Training youth ambassadors to educate their peers about the risks of tobacco and vaping through interactive workshops and digital campaigns. Peer ambassador programs should be coordinated with the DHHS-BHCS Youth Ambassador Program.
2. **Culturally Responsive Cessation Support** – Providing free or low-cost cessation services, including counseling, group support tailored to diverse communities.
3. **Mentorship & Positive Youth Development Programs** – Offering structured mentorship, leadership development, and skill-building activities to provide alternatives to tobacco, vaping, and other substance use.
4. **Family & Caregiver Engagement Initiatives** – Hosting workshops or support groups that equip families with tools to prevent and address youth substance use.
5. **Creative Arts & Media Campaigns** – Engaging youth in creating storytelling projects, podcasts, or social media campaigns that raise awareness about the dangers of tobacco, vaping and other substance use.
6. **Community Healing & Resilience Programs** – Addressing trauma and stress-related substance use through activities such as mindfulness, physical wellness programs, or cultural healing practices.

These grants aim to foster innovative approaches that empower youth, support recovery, and create healthier communities.

D. Project and Organization Eligibility

Applicants and their proposed projects must meet all of the following Eligibility requirements below to be considered for funding. **Applicants may only submit one application per organization under this NOFO.**

Project Eligibility Criteria:

Address Prevention, Cessation, and/or Harm Reduction – Projects must include strategies to prevent substance use, support youth in quitting, and/or mitigate risks associated with e-cigarette and other substance use.

Utilize Evidence-Based or Promising Practices – Programs should be informed by research, best practices, or emerging strategies that show effectiveness in reducing youth substance use.

Include a Collaborative Approach – Organizations are strongly encouraged to partner with at least one other community-based organization and provide evidence of collaboration.

Demonstrate Cultural and Community Relevance – Proposals must demonstrate an understanding of and responsiveness to the unique needs of the youth population served.

Provide Measurable Outcomes – Applications must outline clear, achievable objectives and methods for evaluating success.

Organizational Eligibility Criteria:

- **Have Experience Serving Youth** – Organizations must demonstrate prior experience working with youth, particularly those who are disconnected or at high risk for substance use.
- **Show Capacity for Program Implementation** – Applicants must have the necessary staff, infrastructure, and partnerships to successfully implement the proposed initiative.
- **Be Located in or Primarily Serve the Priority Community** – Organizations should be based in or have strong ties to the community they seek to serve.
- **Comply with Financial and Reporting Requirements** – Awardees must adhere to all grant reporting, evaluation, and accountability measures.

Montgomery County Eligibility Conditions:

- The organization must be currently registered and in Good Standing with the Maryland State Department of Assessments and Taxation (SDAT);
- The organization's principal place of business must be located in Montgomery County; if a national or regional organization, it must have a location in Montgomery County through which it provides related services;
- All activities and expenditures under this Grant Program must be provided in Montgomery County, and be exclusively for Montgomery County residents;
- Current Montgomery County contract or grant award winners must be in performance compliance and current on all reporting obligations for other awards and those reports must reflect substantial progress towards the goals of their awards; and
- Proposed expenses must be for a new activity, expansion of existing activities, or a combination of both. County funding cannot be used to supplant other funding for already planned activities.

Please note that the applying organization is not required to be a Federal 501(c)(3) tax-exempt status or be a collaboration between two or more entities with at least one having this status.

E. Eligible and Ineligible Expenses

Awards will cover operating expenses related to the implementation of this Grant Program. The proposed expenses must all have a justified relationship to the project and fall into one of the categories below:

- Personnel – Staff salaries;
- Fringe Benefits – Health insurance and other staff benefits;
- Travel – Transportation stipends, vehicle operation, or public transportation vouchers;
- Equipment – Items individually worth less than $5,000 but more than $200;
- Supplies – Items individually worth less than $200;
- Contractual – Contractors for services or training as well as licenses;
- Construction – Renovation or other construction related expenses;
- Other – Any other project related costs that do not fit into the categories above
- Indirect Charges – Applicants should include an Indirect Rate of up to 15% based on the total direct costs (all categories above) as part of their project. Organizations who can demonstrate an approved federal NICRA indirect rate above 15% may charge that rate instead.

This Grant Program will **not** fund the following expenses:

- Inpatient treatment for substance use. HHS has alternative funding sources and programs that address this need that award winners will refer cases to.
- Grant funds can't be used to purchase goods or services from Board Members' organizations
- Any purchase or activity which has already been made outside the grant award period of performance
- Purchases or activities unnecessary to accomplish grant purposes
- Prior obligations of and/or, debts, fines, and penalties imposed on the Grantee
- Lobbying
- To supplant (replace) funds from other grant sources

Applicants are encouraged to vet with OGM potential costs prior to submitting application to ensure it is eligible.

F. Award Information

HHS anticipates making up to three awards ranging from $250,000 to $500,000 each with applications' requested amounts expected to fall within that range. The final amount will be dependent upon grant activities and final negotiation and may be lower or higher than the range.

The duration of any grant award under this solicitation is expected to be 12 months with all grant funds spent within this time period. The Grant Term start of awards under this solicitation will vary based on when decisions are reached by the review committee and the fiscal year of the applicant. But the project is expected to be begin between July 1, and September 1, 2025. This Grant Program does not commit Montgomery County to make any awards. The resulting grant awards are anticipated to be tranche-funded based on submission and grant monitor approval of programmatic and financial reports.

G. Award Reporting Requirements

Award winners will be required to submit quarterly activity and financial progress reports

detailing achievements, challenges, and lessons learned as well as spending against the award. In addition, recipients will be expected to participate in monthly check-ins with the Grantor to discuss progress on the project. The award winners will also be required to submit a comprehensive final activity and financial report summarizing the outcomes of the program, including data analysis, success stories, challenges, and recommendations as well as final spending under the grant. The final report is due within 90 days of completion of the Grant Term. These reports must include quantitative and qualitative data to illustrate program impact, such as participation rates, success stories, and pre/post-program evaluations as well as be consistent with the approve Monitoring and Evaluation Plan submitted as part of the proposal and integrated into the grant agreement.

Quarterly reports should include:

- Program reach and participation
    - Number of youth served, disaggregated by age, gender, race, and ethnicity
    - Number of families/caregivers engaged including number attending events and support/referrals given
    - Number of program sessions, events, or workshops held including attendance rates
    - Participation should be tracked to include unique individuals, new and returning participants
    - Youth attendance and retention rates including number of sessions per participant and drop-out rates
    - Number and frequency of program activities

- Behavior change and impact measures
    - Change in youth knowledge and attitudes about risks of vaping and other substances
    - Change in readiness to quit (for those already using substances)
    - Percentage of participants who report reducing or cessation of e-cigarettes or other substance use
    - Number of participants referred to smoking cessation and/or substance use treatment services

In addition to the above, the final report should include:

- Protective factor improvements
    - Change in youth participants with access to positive mentors and/or supportive peers
    - Change in youth engaging in healthy activities (sports, arts, job training)
- Program achievements
    - Awardees are encouraged to submit success stories and testimonials from youth, caregivers, and community partners demonstrating positive impact
    - Narrative on impact on the broader community, e.g. increased awareness, fostering a culture of health, strengthening local partnerships
- Challenges and barriers
    - Barriers to participation by youth or their families/caregivers
    - Program implementation challenges
    - Collaboration challenges
    - Unmet needs identified
    - Key takeaways for future programs

H. Application Review & Awards

OGM and HHS will recruit an independent Review Committee that will develop and submit recommendations for funding. The Review Committee will be composed of neutral, qualified individuals from Montgomery County Government, and possibly the broader Montgomery County community, selected for their experiences in the Grant Program's subject area, project administration/management, and/or ability to analyze programs from a Racial Equity and Social Justice or cultural competency lens. The panel members will review and score applicant proposals based on the criteria outlined in this NOFO and submit recommendations for awards. Final decisions will be made based on the scores and such other factors and considerations as the County deems relevant at the time of award. These may include, but are not limited to, updated consideration of how well the applicant has performed on prior programs, the expert opinion of grant administrators with prior experience with applicants, updates to priorities, or other factors.

I. Award Notification

Award notification letters are expected to be released roughly one month after the application deadline via email and the grants management platform. For successful applicants, the Grant Agreement will contain the total amount awarded and funding restrictions; programmatic, administrative, and policy requirements; reporting requirements; and payment terms.

J. Submission Guidelines

NOTICE: This grant program application and future grant opportunities released through the Office of Grants Management will no longer be using SM Apply to accept grant applications. This grant program will be using a new grant platform called Euna Grants (eCivis). Instructions for setting up an account are listed below. An information session will be held to walk through this process.

How to Apply:

1. **Log into the Euna (eCivis) Portal to create an application profile**
   https://portal.ecivis.com/#/login
2. **Download and review the Euna (eCivis) applicant user guides for assistance:**
   1. **Logging into Your eCivis Portal Account**
   2. **Reviewing and Submitting your application**
   3. **Transfer Application Ownership**
   4. **Guide for Applicants ,** including budget assistance

After creating an account, an applicant must select this Grant Program from the **OGM homepage**. The applicant will then be able to create an application for this Grant Program within the Euna Grants platform. Applicants requiring an Americans with Disabilities Act (ADA) accommodation should contact the Office of Grants Management to discuss alternative submission options.

Applications are due no later than Friday May 30, 2025 at 11:59 PM. All applications will be recorded upon receipt. Applications received after the deadline will be disqualified and will not be forwarded to the Review Panel for funding considerations. Any additions or deletions to an application, unless requested by the Office of Grants Management will not be accepted after the deadline. Applications with incomplete, illegible, or corrupted digital materials will not be considered. Please note that technical assistance for applicants will not be available outside of normal business hours.

K. Information Session
An FY24 Cost Sharing Capital Grants Information Session will be held on **Friday May 9, 2025 from 10:00 AM to 11:00 AM**. The link to participate in the Information Session live or to view an event recording afterwards can be found on the first page of this document or on the grant application page.

L. Terms and Conditions
- County reserves the right to accept or deny any or all applications if the County determines it is in the best interest of the County to do so. The County shall notify the applicant if it rejects that applicant's proposal. The County reserves the right to suspend or terminate an outstanding Grant Program.
- The County reserves the right to issue addenda and/or amendments subsequent to the posting of a Grant Program.
- The County shall not be liable for any costs incurred in the preparation of applications in response to the Grant Program. Applicant agrees that all costs incurred in developing the application are the applicant's sole responsibility.
- The County may conduct pre-award on-site visits or request additional information to verify information submitted in the application and to determine if the applicant's facilities are appropriate for the services proposed.
- The County may enter into negotiations with an applicant and adopt a firm funding amount or other revisions for the applicant's proposal that may result from negotiations. The County shall provide the citations to the statute and implementing regulations that authorize the grant or sub-grant; all applicable federal, State, and County regulations; payment provisions identifying how the grantee will be paid for performing under the award; reporting requirements, including programmatic, financial and any special reports required by federal, state, or County law and/or the granting department; and compliance conditions that must be met by the grantee. If there are any conflicts between the terms and conditions of the Grant Program and any applicable federal, State, or County law or regulation, or any ambiguity related thereto, then the provisions of the applicable law or regulation shall control, and it shall be the responsibility of the applicant to ensure compliance.

SECTION II – APPLICATION TASKS

Applicants are required to follow the content requirements and submission instructions listed within the online application platform and the NOFO document. Please submit your proposal, as broken out by each of the Task, by filling out the data fields or uploading documents where applicable. Uploaded documents should have clearly titled sections and sub-sections. Document uploads should ideally be submitted as PDF documents with budgets uploaded as MS Excel file. The application platform cannot read Mac formatted documents (i.e. Pages, Numbers, and Key Note) so these should be submitted as PDFs or converted to MS Office formats. **Applications will be considered incomplete if any part of any section is missing.**

Please note that Review Committees have historically preferred concise narratives focused on the funding priorities, questions asked, and scoring themes rather than long narrative descriptions.

A. Lead Applicant Information Task

Organizations must provide the following information and documents using data entry fields or uploads. The document uploads will be used to assess legal eligibility for the Grant Program and data fields will be used populate any resulting grant agreement. Applicants should fill out this information as if they were drafting a contract using specific and exact information.

- Legal Name of Applying Organization as registered with the Maryland State Department of Assessment and Taxation (SDAT)
- Organization's Maryland SDAT Department ID Number
- Organization's Federal Tax Identification Number
- Montgomery County Supplier Number, if known (optional)
- Upload: Most recent IRS 990 Form for Nonprofit Organizations or an explanation why your organization is exempt from filing 990s
- Contact Information for the organization's proposal primary point-of-contact (POC)
- Contact Information for the organization's proposal secondary point-of-contact (POC)
- Type in board chair (or equivalent position) names, organization title, email, and phone number

The County is required to check applicants' status of Good Standing (or equivalent status) with the Maryland State Department of Assessment and Taxation (SDAT) at the time of application review, finalization of grant agreements, and for payments during the life of a grant agreement. Although proof of Good Standing is not required as a component of the application, it is critical that Lead and Support organization applicants remain registered and in Good Standing with SDAT as applicants will be disqualified from a grant competition, delay or even lose a grant award, and/or face delays in grant payments if they are not in Good Standing.

Applicants can verify their status with SDAT via this link:
https://egov.maryland.gov/BusinessExpress/EntitySearch

B. Lead Applicant Background Task

The Office of Grants Management collects data through this Task for post-award analysis to understand application and award trends as well as how to support the diverse communities in Montgomery County. Data collected through this Task will **not** be visible to Review Committees and will **not** be used in evaluation and scoring of applications.

In line with Montgomery County's Racial Equity & Social Justice goals, the Office of Grants Management is collecting the racial and ethnic information on the leadership of nonprofit organizations. The structure of this portion of the survey is based on the new **federal standards for collecting this data**. Note that the information entered should be based on how the person identifies themselves.

- Lead Organization estimated staffing size serving Montgomery County in a given year
- Lead Organization estimated budget, including by funding source, for Montgomery County programs, services, and other initiatives in a given year
- Lead Organizational leadership, including CEO or Executive Director and Board Members (if applicable), race and ethnic information

If choosing to provide race and ethnicity information for their board, applicants must use the **OGM Board Race-Ethnicity Reporting Template** and upload it into application.

Responding to these questions is optional and will have no impact on application reviews.

C. Project Scope of Work Task (Data fields and optional additional uploads)

The proposal's Project Scope of Work should answer the following questions and within a series of data fields. If an organization prefers, they may submit their Scope of Work responses in an alternative media format such as a video or audio recording. Because of upload size limits, please post your videos to YouTube or a similar platform and provide a hyperlink to the video within the applicable data field(s). The alternative submission will still need to address the questions below. If a question below does not apply to your proposal, please indicate that it is not applicable.

- **Project Title** – If awarded, the Project Title will become the name of the Grant Agreement (100 character maximum).
- **Project Overview** – Provide a brief description of the project. This description of the project will be directly integrated into the Grant Agreement (600 character maximum).
- **FY25 Youth Mental Health and Substance Use Grant Project Funding Request** – Total amount requested through this grant proposal. Click on the Euna Grants Budget Tool in the application platform to provide budget details (instructions below).
- **Total Project Cost –** Total annual cost of project from all funding sources.
- **Project Outcome** – Overall, how will the project have a positive outcome on reducing vaping and substance youth in youth aged 11-24 in Montgomery County (1,800 character maximum)?
- **Project Location** – Enter the primary Montgomery County zip codes that will be prioritized through this project.
  - Aspen Hill (20906),
  - Briggs Chaney (20904),
  - Gaithersburg/Old Town Gaithersburg (20877, 20878, 20879, 20886),
  - Germantown (20874, 20876),
  - Glenmont (20902),
  - Montgomery Village (20886),

- o Silver Spring (20901, 20902, 20903, 20904, 20905, 20906, 20910), and
- o Wheaton (20902, 20906).
- **Evidence to Support Need and Priority Areas** – Describe the specific needs of youth (ages 11-24) in the priority zip codes, including disparities related to vaping, mental health, and substance use. Whenever possible use local data, assessments, or community input to support the identified needs and explain how the proposed project aligns with the grant program's goals (3,000 character maximum).
- **Activities** – Detail the actual activities that will be funded through this project and note the intended impact it will have on the focus population. Applicants have the options of uploading additional media (i.e. charts, workflows, graphics, etc.) to more clearly illustrate activities outside of a pure narrative (3,000 character maximum).
- **Project Implementation Capabilities** – What are your organization's current capabilities to successfully implement the proposed project? Please note your capacity, including staff/volunteer and financial resources, to implement the project (1,200 character maximum).
- **Other Key Implementation Capabilities** – What is your organization's capability to develop and implement this project in a culturally, linguistically, and/or technically proficient way for the focus population/community (1,200 character maximum)?
- **Reduced Funding Impact** – Please specify how the project would be affected if total funding awarded were less than the amount requested. State whether your project could be completed with a smaller amount, and how a funding reduction would change implementation (1,200 character maximum).

Applicants have the option of uploading up to three additional supporting documents (i.e. manual from previous iteration of project, project workflow, or other graphics/charts demonstrating work). If a document is available through the internet a hyperlink or web address should instead be integrated into the narrative sections above as application. These attachments may be useful to the Review Committee in understanding the scope of the proposed project as well as demonstrating expertise on the part of the applying organization. *Applicants should <u>not</u> upload any documentation with sensitive information such as bank statements.*

D. Implementation Timeline Task (3-page limit per year, PDF format upload)
This section should outline the implementation schedule of the proposed project over a 12-month grant agreement period of performance. The implementation start date for a proposal should begin no earlier than July 1, 2025 to account for the grant program's selection and awarding process. The program is expected to be fully operational by the September 1, 2025.

The implementation timeline over the performance period should list:

- The program's objectives and related activities;
- Timeline for implementation and completion; and
- Responsible staff for completing these activities (noting organizational affiliation).

The performance period may cover a generic period of time that is not tied to specific dates. Organizations may submit multi-year funding proposals of up to two years in length. The final performance period for an award will be contingent on when the actual grant agreement is signed by all parties.

E. Project Outreach and Engagement Strategy (Data Fields)
This section should detail the applicant's plan to reach the focus population and engage with key community members.

- **Outreach** – Detail your strategy to conduct targeted outreach to enroll youth, with a focus on engaging priority groups in the priority zip codes. Be sure to note relevant experience and past successes in this area (3,000 character maximum).
- **Engagement** – Detail your strategy to engage with community leaders and other stakeholders to maximize program awareness and youth involvement. Be sure to note relevant experience and past successes in this area (3,000 character maximum).
- **Collaborative Approach** – How will your organization partner with other community-based organizations? Please outline how partners will work together to enhance program reach, coordinate services, and maximize impact. Strong applications will include letters of commitment or other evidence of collaboration, showing how organizations will share resources, expertise, and community connections (3,000 character maximum).
- **Social Media Accounts** – Add in links to your social media accounts (3,000 character maximum).
- **Youth Social Media Strategy** – What is your youth social media engagement strategy (3,000 character maximum)?

Applicants have the option of uploading up to three additional supporting documents (i.e. manual from previous iteration of project, project workflow, or other graphics/charts demonstrating work). If a document is available through the internet a hyperlink or web address should instead be integrated into the narrative sections above as application. These attachments may be useful to the Review Committee in understanding the scope of the proposed project as well as demonstrating expertise on the part of the applying organization. ***Applicants should not upload any documentation with sensitive information such as bank statements.***

F. Monitoring and Evaluation Plan Task (2-page limit, PDF format)
The Monitoring and Evaluation Plan outlines how the applicant will measure the success for their proposed project and the benefits it will bring to Grant Program's Focus Population.

- **Monitoring Strategy** – Detail your strategy to implement a robust system for monitoring program progress, participant feedback, and outcome tracking (6,000 characters).

Detail the **Key Performance Indicators (KPIs)** to be collected, targets for each metric, and the data collection method for each metric for each of the key categories listed below. Applicants may provide more than one measure for each of the categories. Both target outputs and outcomes should be included as applicable.

- **Measures of Program Engagement** (3,000 character maximum)
- **Measures of Changes in Vaping/Substance Use Behavior** (3,000 character maximum)
- **Referrals for Cessation Treatment** (3,000 character maximum)
- **Measures of Mental Health Outcomes** (3,000 character maximum)

Organizations must expect that each disbursement of grant funds will require financial reporting detailing expenses incurred as well as written reports on the progress of the project.

G. Project Staffing Task (2-page limit, PDF format)

This section should detail the staff positions assigned or to be hired for the proposed project, their roles in the project, and percentage (%) of time spent on the project versus other efforts. If a position is not filled, a projected start date as to when the position will be filled should be supplied. If applying as a collaboration, please note the organizational affiliation of each staff member. Note that grantees in the past have sometimes had trouble hiring staff at very low wages; your application will not be penalized for proposing that staff be paid commensurate with their specialized talents and experience in delivering the proposed services. Note: In past grant programs applicants have frequently received lower scores for not fully explaining why each position(s) was necessary for the proposed project. Applicants should not assume a position's role in supporting the proposed project is intuitive and instead explain in detail.

The Project Staffing Plan document uploaded should detail at a minimum for the incumbent(s), position(s) to be filled, and/or contractor(s) to be supported by the project:

- The position title;
- Expected salary or hourly rate for the position;
- Percentage of staff time will be dedicated to the proposed project; and
  - If an employee is 100% dedicated to this project and fully funded through grant funds from this program, all of their professional time, over and above routine administrative tasks, must be devoted to the proposed program's eligible work.
  - If the staff will at times contribute to organizational efforts outside the grant project, be sure to include only partial salary for that person in the staffing and budget proposals.
  - Do not double count staff time paid for by other Montgomery County, Federal, State, District of Columbia, or private foundation grants.
- Detailed description of the position role in relation to the proposed project.

The applicant will also have the option of uploading up to three documents (PDF format pref erred) that complement the Staffing Plan; not replace it. These could include, but are not limit ed to, an organizational chart, resumes/CVs of key project leaders, position descriptions of un filled roles, or other items that may be relevant.

H. Memorandum of Understanding Among Collaborative Partners (no page limit, PDF format)

If the proposed project will be a collaboration between multiple organizations, then you must include a Memorandum of Understanding (MOU) between the partner organization that outlines roles and responsibilities for implementing the project. The MOU should also include an outline of how County grant funds will be disbursed among the collaborators. The MOU must be signed by duly authorized representatives of all collaborating organizations and may be as long as necessary. **Note that the organization submitting the application will be the one signing any awarded grant agreement and will be the one accountable to its terms.**

Organizations who will be applying as a single entity will simply mark that the proposed project is not a collaborative effort.

I. Budget Tool (Data Fields)

The proposal's budget should include a detailed listing of expenses and justification for administrative costs, outreach activities, monitoring and evaluation, and reporting. Detail your budget request by clicking on the Euna Grants Budget Tool in the application platform to open a new browser tab. The Euna Grants **Guide for Applicants** includes detailed guidance on pages 13-20 on how to fill out the Budget Tool. Enter your budget request using the federal objective class categories listed below add as many additional line-items underneath each category as required:

- **Personnel –** Staff salaries;
- **Fringe Benefits –** Health insurance and other staff benefits;
- **Travel –** Transportation stipends, vehicle operation, or public transportation vouchers;
- **Equipment –** Items individually worth less than $5,000 but more than $200;
- **Supplies –** Items individually worth less than $200;
- **Contractual –** Contractors for services or training as well as licenses;
- **Construction –** Renovation or other construction related expenses;
- **Other –** Any other project related costs that do not fit into the categories above
- **Indirect Costs –** These will be automatically calculated based on your entered Indirect Rate. Applicants are encouraged to use the federal de minimis rate of 15% as part of their submission. Organizations may charge a higher indirect rate if they can provide a valid federal Negotiated Indirect Cost Rate Agreement (NICRA) with a higher rate.

This Grant Program will **not** fund the following expenses:

- Lobbying;
- Substance use treatment
- To cover any expenses made prior to the Grant Award;
- To supplant (replace) funds from other grant sources; or
- Any other cost deemed by the County unrelated to the project.

At the bottom of the Budget Tool applicants will have the opportunity to enter their Budget Narrative (8,000 characters max). The Budget Narrative should be entered as a bulleted description of each line-item entered into the Budget Tool above. The descriptions should explain why the cost, why it is necessary for the project, and how the figure was calculated. Two to three sentences per line-item is generally sufficient but applicants may exceed that amount if necessary to fully explain a line-item. Note: In past grant programs applicants have frequently received low scores on their budgets for not fully explaining why each line item was necessary for the proposed project; especially positions.

J. Goals Tool (not used)

This Grant Program is not using the Goal Tool, and it should be ignored when completing the application.

SECTION III – SCORING OF APPLICATIONS

Applicant's proposal submissions will be evaluated using the following confidence ratings based on the below weighted criteria. Confidence ratings are another form of adjectival rating that allow evaluators to assign ratings more holistically. Confidence ratings provide evaluators the ability to look more holistically at the strongpoints and weak points of a proposal to capture raters' overall confidence in the applicant's likelihood to succeed, helping smaller organizations who may be stronger overall than some more seasoned larger organizations. Confidence ratings are identified by the federal government as an innovative practice that may help with reducing the lead time from solicitation to award.[1]

3 – Confident	The Reviewers are confident that the applicant understands the requirements, proposes a sound and relevant project, and will be successful in implementing the proposed project.
2 – Somewhat Confident	The Reviewers are somewhat confident that the applicant understands the requirements, proposes a sound and relevant project, and will be successful in implementing the proposed project.
1 – Not confident	The Reviewers are not confident that the applicant understands the requirements, proposes a sound and relevant project, and will be successful in implementing the proposed project.

Depending on the volume of applications, number of Review Committee members, and whether they all review each application, OGM may employ a statistical rescaling of scores to put applications on a more level playing field.

Criterion A: Alignment of Project Goals and Grant Program Priorities (25 points)

- **A clear understanding of the needs of youth (ages 11-24) in priority zip codes**, including barriers to substance use prevention, cessation, and engagement in supportive services.
- **How the proposed project will address these needs** through community-based education, direct services, family/caregiver outreach, and other prevention or cessation strategies that reduce youth vaping and substance use.
- **How services will be delivered in a culturally and linguistically responsive manner**, ensuring that outreach and program activities are accessible, relevant, and effective for the focus population.
- **The potential for broad and meaningful impact**, including how the project will engage and benefit a significant number of youths, their families, and the broader community.

---

[1] See Executive Office of the President, OMB Memo for Chief Acquisition Officers, Senior Procurement Executives on reducing procurement administrative lead time using modern business practices (January 15, 2020)

Criterion B: Organizational Capability and Relevant Experience (20 points)

- Applicant demonstrates the cultural, linguistic, and/or technical proficiency to work with their focus population/community in the context of the proposed project;
- Applicant demonstrates the subject-matter expertise to deliver the proposed outcomes to the focus population/community;
- Applicant demonstrates a strong relationship with their focus population/community and can effectively perform outreach to promote, engage, and/or connect the priority communities/populations with the proposed project.

Criterion C: Outreach Strategy (20 points)

- Proposal clearly demonstrates the effectiveness of proposed activities and, if funded, will result in the accomplishment of their stated outcomes;
- Outreach plans include specific methods of culturally and linguistically appropriate engagement of youth, families and caregivers;
- The outreach approach shows potential for broad reach and meaningful impact within priority communities; and
- The implementation plan within the proposal is realistic and achievable based on the proposed timeline;

Criterion D: Sound Fiscal Management and Budget (15 points)

- Applicant demonstrates sound grant and fiscal management practices and will be able to submit financial reports and back-up documentation to meet administrative and audit requirements;
- Expenses listed in the Budget and Budget Justification are consistent with the Project Strategy, Staffing Plan, and other parts of the proposal; and
- Applicant's Budget and Budget Justification reflect reasonable and realistic costs needed to implement the proposal and achieve the stated outcomes for the focus population/community.

Criterion E: Monitoring and Evaluation (10 points)

- Applicant demonstrates in their Performance Plan a clear process to measure/evaluate its project;
- Proposal's choice of KPI's/metrics, milestones, other evaluation methods, and ultimate outcomes fit the project strategy and Grant Program's goals;
- Performance History provides strong evidence that the project strategy will have the desired outcomes for the priority population/community; and
- Performance History provides a strong justification for the Performance Plan's choice of KPI's/metrics, milestones, other evaluation methods, and ultimate outcomes.

Criterion F: Soundness of the Overall Proposal (10 points)

- Proposal clearly demonstrates the effectiveness of proposed activities and, if funded, will result in the accomplishment of their stated outcomes;
- The implementation plan within the proposal is realistic and achievable based on the proposed timeline; and
- Proposal' contingency plans for a lower than requested funding amount is realistic and still results in desired outcomes albeit at a lower level.

Criterion G: Community Organization Collaboration (15 bonus points)

- A strong commitment to collaboration with other community organizations, demonstrating how partnerships will enhance program effectiveness, expand outreach, leverage additional resources, and ensure a coordinated approach to youth substance use prevention and cessation.
- Clear identification of key partner organizations, their roles, and how collaboration will contribute to program goals;
- Evidence of established or developing relationships with partners, including letters of support, MOUs, or partnership agreements;
- Plans for ongoing communication, coordination, and shared accountability among collaborating organizations throughout the project timeline; and
- Strategies to avoid duplication of services and build synergy across community efforts.

Criterion H: Social Media Strategy (10 bonus points)

- Proposal clearly demonstrates the effectiveness of proposed activities and, if funded, will result in the accomplishment of their stated outcomes;
- Identification of specific platforms (e.g., Instagram, TikTok, Facebook, YouTube) and explanation of how the selected platforms are appropriate for reaching the target audience;
- Description of content types (e.g., videos, graphics, testimonials, live events) and posting frequency to maintain engagement; and
- Plan for evaluating the reach and effectiveness of social media efforts (e.g., tracking views, shares, comments, click-through rates, engagement metrics).

MISCELLANEOUS

- Those persons scoring the proposals on the Review Committee will confirm that they have no conflicts of interest.
- Neither the County Executive nor any elected official will be involved in the scoring of grants or determining winners and amounts of awards.
- Scores and award amounts are non-appealable.
- Scorers' comments and the scores themselves are deliberative and privileged and will not be released. However, applicants may request a feedback report from the Office of Grants Management summarizing the Review Committees feedback. Winners will be announced publicly, and successful grant applications and award letters may be subject to release (with redactions as allowed by law).
- County officials may decline to debrief with unsuccessful applicants why their proposal was not granted, or their funding request was not granted in full.

SECTION IV – CERTIFICATIONS, ACKNOWLEGMENTS, AND ASSURANCES

The applicant shall complete and return the Certifications, Acknowledgements, and Assurances listed with the application submission provided in the Application Certification section of the application in the online grants application portal. The specific items in this section are listed below:

Montgomery County Ethics Questions

Note that individuals employed by partner agencies such as Montgomery College, Montgomery County Public Schools, and WorkSource Montgomery do not count as Montgomery County Government employees for the purpose of this Grant Program. If you are unsure if a position applies, please contact the Office of Grants Management for clarification.

Does your organization employ current employees or contractors of the Montgomery County Government? This applies for employees that are paid by your organization but are also paid by Montgomery County Government.

Does your organization's Board of Directors include current employees or contractors of the Montgomery County Government? This applies to volunteer board of director positions.

If you answered yes to either question, please describe the employee(s) role and function as it applies to your nonprofit organization. Answering "yes" to either question does **not** exclude your organization from being eligible to apply. Instead, we would like to receive this information upfront so that we can allow adequate time for the Ethics Commission to review.

Acknowledgements Agreed to by All Applicants

- ✓ Applicant acknowledges that this grant application may not be revised or altered after submission.
- ✓ Applicant acknowledges that if funding is awarded, the organization will enter into a non-competitive contract or grant with the County.
- ✓ Applicant acknowledges that awards may not be distributed as a lump sum but may be reimbursed or provided on a fixed schedule after sufficient documentation is submitted to the administering County agency.
- ✓ Applicant acknowledges that any funds submitted for reimbursement must be spent AFTER the contract is finalized and a Notice to Proceed is secured.
- ✓ Applicant has cited in this application all individuals affiliated with the organization and this program who are employed by Montgomery County.

Assurances Agreed to by All Applicants

If the grant is awarded, the applicant assures that:

- ✓ The applicant will administer all awarded funds through this Grant Program.
- ✓ Funds received will be used solely for the documented activities within the submitted proposal.

- ✓ The applicant has read and will conform to the program guidelines and any other conditions imposed by the County in connection with the grant.
- ✓ The applicant organization intends to comply with the Title VII of the Civil Rights Act of 1964, indicating that no person will be excluded from participation or be denied the benefits of any program, activity or service on the basis of race, sex, sexual preference, color, religion, ancestry, age, national origin, or handicap. The applicant further agrees to make every attempt to ensure that the program is accessible to persons with disabilities.
- ✓ Please note that applications are subject to the Maryland Public Information Act (MPIA) (found at Md. Code Ann., State Gov't., §10-611 through -628 (MPIA) and the County must comply with the disclosure requirements of the MPIA when a request for documents is received.
- ✓ The applicant understands that all grantees that receive awards under this Grant Program must show proof of insurance prior to receiving the funds., when requested, must be able to show proof of all insurance coverage required by law.
- ✓ The applicant agrees that any time before final payment and three (3) years thereafter, the County may have the grantee's expenditure statements and source documentation audited.
- ✓ If there are any changes that need to be made to the grant application after submittal or if the organization ceases operations or becomes a subsidiary of another organization, you have the responsibility of notifying the appropriate County administrator.
- ✓ The filing of this application is made by the undersigned individual, officially authorized to represent the applicant organization by its governing board.
- ✓ I hereby certify that information submitted in the grant application is a true and correct statement of facts. I, as a designated legal representative of the Organization, further certify that this Organization shall abide by and be subject to all applicable Federal, State and Local laws and regulations pertaining to any subsequent grant that may be issued.