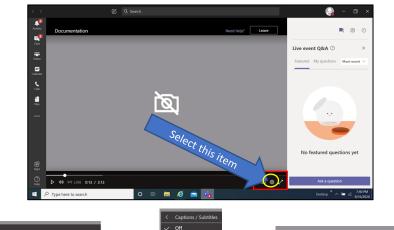
FY25 Youth Mental Health and Substance Use Grant Program Information Session

How you can view the multi-lingual closed captions









It will then display the language chosen

You then select the language of choice

Disclaimer

The translations provided in this application use what is referred to as mechanical translation technology. Although this method of translation is very effective and provides a high rate of accuracy it is NOT 100% word for word accurate. Things that may affect it are the quality of the microphone used and potentially a person speaking that may have an accent.



FY25 Youth Mental Health and Substance Use Grant Program Information Session

May 9, 2025

Prepared by Montgomery County Office of Grants Management

Information Session Agenda

- 1. Provide an overview of the program details
- 2. Walk through the NEW eCivis application platform
- 3. Open up for participant questions (put your questions in the Q&A box). Any questions we cannot answer during the Information Session will be addressed and posted on the platform.

This meeting will be recorded and posted for future viewing on the Office of Grants Management online application portal. The slide deck will also be posted in the same location for your reference.

Grant Program Page:

https://gn.ecivis.com/GO/gn_redir/T/a1wb00sikgj7

Where to access in progress applications: https://portal.ecivis.com/#/login



Key Program Details

Total Funding Available:	\$1,332,848.00
Award Range:	Anticipated up to Three Awards \$250,000 Minimum to \$500,000 Maximum Final award amounts may be lower than \$250,000
Performance Period:	On/About June 1, 2025 to May 31, 2026
Where to Apply:	https://gn.ecivis.com/GO/gn_redir/T/a1wb00sikqj7
Application Limits	Only one application per organization
Application Opening:	May 2, 2025
Application Deadline:	Friday May 30th, 2025, at 11:59 PM

Program Overview

- **Program Goal:** to 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.
- Target 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.
- Organization Eligibility: Applicants do NOT need to be a Federal 501(c)(3) tax-exempt organization to apply but they need to meet all other eligibility criteria.



High-Impact Areas

- 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).



Potential Project Examples

- **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.
- **Culturally Responsive Cessation Support** Providing free or low-cost cessation services, including counseling, group support tailored to diverse communities.
- **Mentorship & Positive Youth Development Programs** Offering structured mentorship, leadership development, and skill-building activities to provide alternatives to tobacco, vaping, and other substance use.
- Family & Caregiver Engagement Initiatives Hosting workshops or support groups that equip families with tools to prevent and address youth substance use.
- **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.
- **Community Healing & Resilience Programs** Addressing trauma and stress-related substance use through activities such as mindfulness, physical wellness programs, or cultural healing practices.



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.



Organization 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.



MCG 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.



Eligible Expenses

- 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.



Ineligible Expenses

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



Submission Guidelines

- Submissions must come through the online application portal.
 Create an account and then apply through: https://gn.ecivis.com/GO/gn_redir/T/a1wb00sikqj7
- All applications must be fully submitted online by Friday, May 30, 2025, at 11:59 PM
- Applicants requesting an Americans with Disabilities Act (ADA)
 accommodation should contact the Office of Grants Management
 to discuss alternative submission options.



Application Tasks

- Applicant Information: Organization contact info & supporting documents
- **Applicant Background:** Organization size and leadership demographics (*data collected will never be seen by Review Committees or used for awarding*)
- Project Scope of Work: Project data, zip code information, narrative questions
- Implementation Timeline: Project objectives, implementation timeline, and responsible staff
- Project Outreach and Engagement Strategy: Narrative explaining outreach approach
- Monitoring and Evaluation Plan: Monitoring strategy and required KPI's
- Project Staffing: Roles, responsibilities, and costs of staff supporting proposal
- Memorandum of Understanding Among Collaborative Partners: Copy of MOU between partners applying outlining roles, responsibilities, and budget allocation among partners
- Budget Tool: Detail budget items and provide a narrative explanation of costs
- Goals Tool: NOT used and should be ignored.

Full Task requirements and guidance on the FY25 YMSUI Notice of Funding Opportunity



Project Scope of Work Questions

- **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)?
- 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).





Project Outreach and Engagement Strategy Questions

- **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)?



Monitoring and Evaluation Plan Questions

• **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)



Project Staffing Plan

- 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.





Project Budget Tool

- The Program Budget must use the Euna Grants Budget Tool to detail expenses
- OGM is now using the federal <u>SF-424A</u> format and categories for operating projects.
- The Program Budget is a pre-built form that is available in the online application.
- A <u>Guide for Applicants</u> is available to assist with detailed guidance on pages 13-20 on budget entry issues.
- Program Budgets may also include indirect costs such as: legal, accounting, liability insurance, audits, and the like.
- If applicants have a federal Negotiated Indirect Cost Rate Agreement (NICRA), then they must use that rate within their application. Applicants without a NICRA may use a rate of up to 15%.



Ethics Questions

- 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 organization. Answering "yes" to either question does not exclude your organization from being eligible to apply.
- 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.



Euna (eCivis)
Transition Action
Items



- 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
 - Logging into Your eCivis Portal Account
 - 2. Reviewing and Submitting your application
 - 3. Transfer Application Ownership
 - 4. <u>Guide for Applicants</u>, including budget assistance



Step 1: Open https://portal.ecivis.com/#/login and click on the green "Create an Account" button.

Welcome to the Portal



This service provided by eCivis makes it possible for interested parties to save, collaborate, and apply for solicitations.

Login, or create a free account to start.

Login		
Password		
(Minimum 8 chars, alphanumeric with symbol(s))		
Portal Login		
Grants Network [®] Login		
Forgot Password?		
Don't have an account?		
Create an account		
eCivis Grants Network user? Use your existing login above and the Grants Network [®] Login button.		

New Account Signup

Welcome to the grant application portal.

This free service provided by eCivis allows grant seeking applicants the ability to save, collaborate, and apply to solicitations.



Step 2: Fill in the data fields for the profile owner and set a password. Then click the blue "Sign Up."

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support@ecivis.com Privacy Policy



Welcome to the Portal

This service provided by eCivis makes it possible for interested parties to save, collaborate, and apply for solicitations.

Please verify your email!

Thank you for signing up. Please verify your email address by clicking the following link:

Confirm my account

If you are having any issues with your account, please don't hesitate to contact us by replying to this mail.

Thanks!

Step 3: Euna Grants (eCivis) will send an email to the account being registered for confirmation. Go to your email address, find the email from the platform, and click the "Confirm my account" link.





Welcome to the Portal

This service provided by eCivis makes it possible for interested parties to save, collaborate, and apply for solicitations.

Your email is verified!

Thank you for signing up. Please login to continue with any work inside the Portal by clicking the following link:

Login to the Portal

If you are having any issues with your account, please don't hesitate to contact us by replying to this mail.

Thanks!

<u>Step 4:</u> Once your email is confirmed, click the "Login to the Portal" link.



Step 5: Type in your Login, Password, and then click on the blue "Portal Login" button to begin building your profile.

Welcome to the Portal

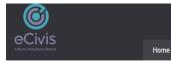


This service provided by eCivis makes it possible for interested parties to save, collaborate, and apply for solicitations.

Login, or create a free account to start.

Login		
Password (Minimum 8 chars, alphanumeric with symbol(s))		
Portal Login		
Grants Network [®] Login		
Forgot Password? Don't have an account? Create an account		
create an account		







Montgomery County MD

Contact

esources/Files/NOFOs/FY25-Community-

FY25 Youth Mental Health and Substance Use Grants Program

Files

ID: N/A

Title: FY25 Youth Mental Health and Substance Use Grants Program

Application Start Date: 05/02/2025

Application End Date: 05/30/2025

CFDA/ALN: N/A

Reference URL: https://montgomerycountymd.gov/ogm/R

Youth-MHSUI-NOFO.pdf

Financial

Summary:

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 Youth Mental Health and Substance Use Grants Program. 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.

To apply for a competitive grant program, go to the Grant Program Page and click the grey "

Apply" button.

Tip: Do this while already logged in.

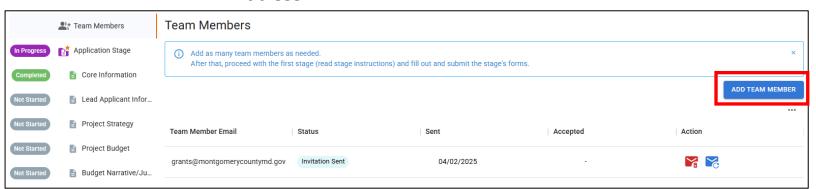
Grant Program Page:

https://gn.ecivis.com/GO /gn_redir/T/a1wb00sikqj 7



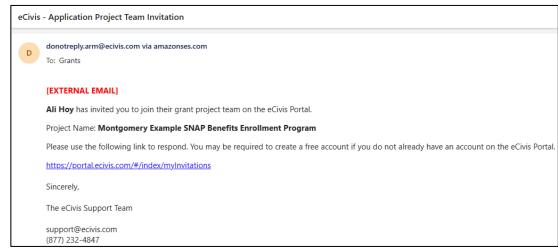


To add a Team Member to your application, click the blue "ADD TEAM MEMBER" button



Collaborator Email

Reciept: The invited
Team Member will
receive an email
invitation. When they log
in, they will see the
application under "My
Invitations"



Review Process

- The Department of Health Human Services will recruit an independent Review Committee made up of qualified neutral individuals in Montgomery County Government, and possibly the broader Montgomery County community, selected for their experiences in the grant program's subject area, grants administration, and/or project management.
- The panel members will review and score applicant proposals based on the criteria and priorities established in the NOFO.
- Final decisions will be made based on the scores, reconciliation of funding across categories, and other factors such as the applicant's past performance on previous County awards.



Confidence Rating System



Easier! Faster! Smarter!

- Reviewers will score proposals using a Confidence Rating system against a weighted criteria
- Used by the federal government as an innovative practice that facilitates more holistic ratings, capturing reviewers' overall confidence in the applicant's likelihood to succeed

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.

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 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 communitybased 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.



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.



Scoring – Bonus Points

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).



Award Notification

- Award notification letters are expected to be released roughly 1 month after the application deadline via email.
- For successful applicants, the award agreement will contain funding restrictions; programmatic, administrative, and policy requirements; reporting documents including total budget along with the amount of grant funding for the program; and payment terms.
- Documentation standards are very high as we are subject to audits and must follow official procedures. If you are unable to provide documentation of how the funds were used, your organization may be required to return the grant funds to the County.



Other REQUIRED Preparations

- Verify that your organization is registered with the Maryland State Department of Assessment and Taxation (SDAT). Click here to go to the SDAT Business Express site to confirm. Even if your organization is registered in another jurisdiction, you must be registered with SDAT for Montgomery County to finalize an award with your organization.
- If your organization is not in Good Standing with SDAT, take the necessary steps to get back into Good Standing. SDAT will advise what steps are required. Montgomery County cannot finalize an award with you or organization if you are not in Good Standing. Your application for a grant could be disqualified if you are not in Good Standing.
- Register with the Montgomery County Central Vendor Registration System (CVRS) by clicking here. If you or your organization receives an award from the County then you will need to be registered with CVRS to receive payments.



Support Links & Contact Info

Euna Grants (eCivis) Support: support@ecivis.com

- Can assist with account issues or technical issues in the grant application
- Their response time can take up to 24 hours (morning requests are often answered same day)
- User Guides for download
 - 1. Logging into Your eCivis Portal Account
 - 2. Reviewing and Submitting your application
 - 3. <u>Transfer Application Ownership</u>
 - 4. <u>Guide for Applicants</u>, including budget assistance

OGM Support: grants@montgomerycountymd.gov



Further Questions?





Office of Grants Management

grants@montgomerycountymd.gov

OGM Website

https://montgomerycountymd.gov/ogm/

OGM online grants application platform

https://portal.ecivis.com/#/login