



Hogg Foundation for Mental Health

ADVANCING RECOVERY AND WELLNESS IN TEXAS

Request for Proposals: Texas Mental Health Policy Projects Due Date: November 7, 2011

The Hogg Foundation for Mental Health invites Texas organizations to respond to this request for proposals (RFP) for the Texas Mental Health Policy Projects Initiative. The goal of this initiative is to improve mental health policy in Texas by supporting important state and local policy projects that can lead to meaningful, systemic change.

Please read the following information carefully before submitting your proposal. Any additional information about the RFP will be posted on the foundation's website at www.hogg.utexas.edu. It is the respondent's responsibility to refer to the website for the most current information.

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A. DEADLINES AND SUBMISSION INFORMATION

1. Proposal Deadline

All proposals must be submitted online by 1:00 p.m. central time on Monday, November 7, 2011.

2. Submission Process

All proposals must be submitted online via the foundation's website at www.hogg.utexas.edu. Instructions for submission are provided online. See *Section E. Instructions for Grant Proposal* for a list of required documents and information.

A federal tax identification number must be entered first to begin the online submission process. Respondents will be instructed to upload the required documents as separate files. The system will notify respondents if their documents were not successfully uploaded.

A signed proposal cover letter must be submitted as part of the proposal. Two signatures are required on the cover letter: (1) the signature of the executive director of the organization, and (2) the signature of the chair of the organization's board of directors. Respondents who are unable to scan and submit a signed letter may upload an unsigned letter and fax a signed letter prior to the deadline to:

Hogg Foundation for Mental Health
Attention: Grants Management
Fax: (512) 471-9608

Respondents will receive an email notification within three working days that the proposal was received and is complete. If the proposal is incomplete, the respondent will be notified and will have one business day following notification to complete the proposal.

For technical assistance, please contact Grants Management staff at (512) 471-5041 or hogg-grants@austin.utexas.edu.

3. Teleconference for Potential Respondents

The foundation will host an informational teleconference for potential respondents from 10:00 a.m. to noon central time on Monday, October 17, 2011. Please register in advance for this call [online](#). Dial-in instructions for the teleconference will be provided for those who have registered in advance.

Please email questions for the teleconference to the foundation at hogg-grants@austin.utexas.edu by 5:00 p.m. central time on Friday, October 14, 2011. Information provided during the teleconference will be available on the foundation's website at www.hogg.utexas.edu by Tuesday, October 18, 2011.

4. Inquiries

The foundation's communications with potential respondents is limited to the teleconference, email correspondence and the website. The foundation will not accept phone calls regarding the RFP except for questions relating to technical issues with the website submission process. For technical inquiries, call grants management staff at (512) 471-5041.

All questions may be emailed to hogg-grants@austin.utexas.edu. Responses that may be relevant to others will be posted on the foundation's website. Please check the website often for updated information.

5. Notification and Release of Funds

Notice of awards will be made in December 2011. Funding generally is released within three weeks of notification. The foundation anticipates that funding will be released in January 2012.

B. BACKGROUND

Since its founding in 1940, the Hogg Foundation for Mental Health (www.hogg.utexas.edu) has worked to improve the mental health of all Texans through the support of effective mental health services, research, policy and public education. The foundation is part of the Division of Diversity and Community Engagement at The University of Texas at Austin.

The foundation believes that public policy initiatives can be an effective way to increase access to quality mental health services, leading to wellness and recovery for more Texans experiencing mental illness. The primary goal of this initiative is to promote mental health in Texas by supporting projects with the potential to improve mental health policy and advocacy as well as the potential to generate meaningful systemic change.

Public policy is a process that involves multiple phases and opportunities for change. Policy work can help set the political agenda by identifying and raising awareness of key issues in the mental health field. It can also take the form of data analysis, solution development, decision-making, implementation and evaluation. Public policy initiatives can influence government decision-making at various levels. Mental health advocates often play an important role in framing local, regional, state and federal policies. Advocates also have the ability to influence policy decisions made in the judicial, legislative and executive branches of government.

Mental health policies have the potential to impact more Texans than is possible through individual programs or services. The potential for impact is balanced by a risk of unintended consequences. This creates the need for policy decisions based on comprehensive and credible information. Current economic conditions and political influences in Texas also highlight the need for well-informed, efficient and effective mental health policies. Through this initiative the foundation supports policy projects that are likely to result in positive mental health policy development.

C. PROGRAM DESCRIPTION

The Hogg Foundation seeks proposals for projects with state, regional or local significance and the potential to positively influence mental health policies in Texas. Direct services are not eligible for funding through this initiative. The purpose of this initiative is to promote and support effective mental health policy initiatives in Texas. The number and size of awards will be based on the quality of proposals. Please visit the foundation's website to view examples of previous policy project grant awards.

Proposals may:

- Focus on any aspect of mental health policy. Examples include legal issues, access to care, quality of care, protection of rights, service delivery and financing.

- Relate to any mental health issue or condition including mild, moderate or severe mental illness.
- Address issues pertaining to children, youth, adults, the elderly or all ages.
- Address mental health needs of individuals with dual diagnoses of mental illness and substance use disorder or mental illness and developmental or physical disabilities. However, proposals related to developmental disability, physical disability or substance use without a mental health component will not be considered.

Respondents must demonstrate a thorough understanding of the issues to be addressed in the proposed project and clearly define the project's relationship to public policy. Project plans should articulate the desired policy impact, the potential to affect change and the process to be used to achieve the project's goals. Reports, data analysis or stakeholder meetings alone will not satisfy the requirements for this grant. If the proposal includes the development of products such as policy briefs or reports, or if it includes conducting stakeholder meetings, focus groups, etc., the project plan should include a description of how the products or information gathered will be used to accomplish the project's goals.

While this RFP is open to any mental health policy topic, the foundation encourages proposals that address its areas of interest. These topics include but are not limited to integrated health care, trauma-informed care, outpatient competency restoration, positive behavior supports, peer support services, co-morbidity of mental illness and developmental disabilities, and health care reform. Proposals that emphasize consumer and family involvement as well as proposals that address mental health disparities are also encouraged. All proposals will be considered based on the overall content and quality of the proposal.

D. PROGRAM DETAILS

1. Eligible Organizations

Texas-based nonprofit 501(c)(3) organizations and government entities are eligible to apply. Examples of eligible organizations include mental health, health and social service consumer advocacy organizations and service providers; colleges and universities; and state, regional and local governmental agencies.

The foundation will not fund an organization to subcontract the project to another entity. The award will be made only to the organization that is directly responsible for leading the project, compiling the information and developing the final product, such as printed copies of final report.

Proposals submitted as a collaborative project between multiple entities are welcome, but the lead applicant must be based in Texas and the role of each entity must be clearly defined in the proposal.

2. Deliverables

The grantee is expected to submit an annual narrative report and fiscal narrative describing the implementation of the project for that grant period.

3. Review and Selection Process

Foundation staff will use a standardized rating instrument to review the proposals and select the grant recipients. The foundation may also use external reviewers to evaluate the proposals. If all

required information and documents listed in *Section E. Instructions for Grant Proposal* are not included in the proposal, it will be considered ineligible for review.

Selection Criteria

<u>Section</u>	<u>Points</u>
Project Narrative:	
- Statement of Need	30
- Project Plan	50
- Project Evaluation	5
Project Timeline	10
<u>Budget and Budget Narrative</u>	<u>5</u>
Total	100

Additionally, the applicant's qualifications and financial capacity will be assessed and an award will be made only if the organization is deemed capable of carrying out the proposed project and managing a grant of the size and complexity proposed.

4. Grant Period

The grant period is expected to begin in January 2012. The grant period for this project is up to two years.

5. Use of Grant Funds

Grant funds must be used for costs directly attributable to the project. Eligible costs may include salaries, contractors and expenses tied to project activities such as conference calls, meetings, travel and purchase of materials and supplies if applicable.

E. INSTRUCTIONS FOR GRANT PROPOSALS

Completed proposals must be submitted online and must include the documents listed below. Respondents must put required information in the designated sections described below. Proposals that do not follow this format will not be considered.

1. Proposal Cover Letter

The proposal cover letter should be submitted on the lead respondent organization's letterhead. It should include a brief overview of the project narrative, the total amount of funding requested, and the name, address and signature of the board chair and chief executive officer of the organization. The name and contact information of any partnering organizations must also be included in the body of the cover letter.

If the respondent is an academic or governmental entity, the letter must be signed by the Office of Sponsored Projects or other appropriate administrative head or board authority.

2. Required Fiscal Documents

To allow the foundation to review the fiscal soundness of the organization, respondents should submit the following fiscal documents for review:

- Statement of activities (income statements) – past three years

- Statement of financial position (balance sheets) – past three years
- Current operating budget
- Most recent IRS Form 990
- IRS letter of determination of 501(c)(3) status or tax-exempt status

3. Project Narrative

The proposed project must be described in full in the project narrative section. The narrative may not exceed 2,500 words and must include the following information.

- Statement of Need:** Clearly describe the status of the policy issue to be addressed and the importance of addressing it at this time. Identify factors that have created the issue and key individuals or organizations with an interest in changing it. Provide context in terms of the population affected as well as the personal, social and financial impacts of the project. Include an assessment of the ethnic, cultural or linguistic diversity or disparity implications of the issue.
- Project Plan:** Identify the strategies to be used to address the issue and achieve the desired policy outcome. Describe the rationale for using these particular strategies. If the strategies are based on a similar successful project or professional research literature, provide appropriate citations.

Examples of strategies include but are not limited to:

- Developing written policy products such as briefs and reports
- Convening meetings or conferences
- Conducting focus groups and interviews
- Engaging in policy research activities
- Analyzing data and information
- Educating local and state policymakers
- Using media and other communications strategies to create public awareness and support
- Organizing grassroots groups to create a network of informed constituents
- Coordinating cross-organizational efforts to implement a community action plan

Identify the intended audience. Examples of audiences include but are not limited to:

- State or local policymakers such as elected officials, agency directors or key staff
- State agency leadership or key staff
- Judicial officials or key staff
- Individuals experiencing mental illness or their family members
- Professionals (e.g. police officers, first responders, educators, service providers)
- Opinion leaders (people who are widely viewed as having stature or personal credibility and whose opinion on a particular subject carries weight)
- General public

If the project involves collaboration among multiple organizations, identify each organization's role and responsibility to implement the plan. One Texas-based organization must serve as the lead agency and fiscal agent.

Describe mental health consumer and family involvement in the development and implementation of the project.

Describe how this project might address diversity or health disparity issues.

4. Project Timeline

Identify important project milestones and due dates. Milestones could include, for example, hiring contractors, beginning policy research or analysis, convening meetings or completing publications. Identify the individuals who will be responsible for carrying out the project tasks.

5. Project Budget

Submit a detailed budget using the [budget template](#) provided on the foundation's website.

Note: this section is not included in the 2,500-word limit for the project narrative.

- a. **Personnel:** Identify each staff person working on the project and the percent of employment dedicated to grant activities. List each person's salary and fringe benefits. If the project includes more than one organization, include personnel costs for each partner entity.
- b. **Contractor(s):** For each contractor, specify the name of the individual or firm and the funding requested for each contract. Include all contract expenses in this line.
- c. **Meetings:** List costs associated with any meetings or conferences, including meeting space rental, food for attendees, speaker honoraria, and stipends to support consumer and family participation.
- d. **Travel:** If the scope of the project requires travel, include costs for airfare, car rental, mileage, taxi, parking, hotel and meals. Also include any necessary travel costs for speaker or presenters.
- e. **Supplies:** Include costs for telephone, postage, office supplies, photocopying, printing and mailing that are directly attributable to the project.
- f. **Overhead Support:** Nonprofit applicants may request up to 10 percent of the total budget in overhead support for expenses relating to mental health activities. Examples of allowable expenses include rent, utilities, technology, staff training, board development, accounting fees, marketing and resource development.

Organizations whose mission is broader than mental health must demonstrate that the overhead support funds will be used only for agency operations or activities related to mental health. Please note that overhead related to contractor expenses may not exceed \$5,000.

6. Budget Narrative

Provide a description and explain the cost basis of each line item included in the budget. This section is not included in the 2,500-word limit for the project narrative.

- a. **Personnel:** Identify each agency staff member who will perform project-related activities, the percent of employment assigned to the grant, and salary and fringe. If a project manager is

proposed, justify the need for one and describe the person's job responsibilities and percent employment assigned to the project.

- b. Contractors:** Describe the use of consultants and their projected scope of work. List each contractor and the method used to calculate payment (hourly, by task, etc.). Examples of allowable use of contractors include data compilation and data analyses.
- c. Meetings:** If the project includes conferences or meetings, explain the cost basis for expenses such as speaker honoraria, meeting space rental, food for attendees, and stipends to support consumer and family participation.
- d. Travel:** If the scope of the project is statewide and travel is required, justify the need for travel and estimate total travel expenses as well as travel expenses for each individual, including the purpose of each individual travel expense, such as transportation, food and hotel.
- e. Supplies:** Justify projected costs for supplies that are directly attributable to the project.
- f. Overhead Support:** Applicants may request up to 10 percent of the total budget in overhead support for expenses relating to mental health activities. Please note that overhead related to contractor expenses may not exceed \$5,000.

7. Resumes of Key Program Staff and Potential Contractors

Include resumes for all key program staff, including personnel and any potential contractors or consultants.

8. Letter of Approval from University Grant Office (if applicable)

Respondents with a higher education institution must submit either written approval from the institution's grant office (such as the Office of Sponsored Projects or Grants and Contracts), or a letter stating that such approval is not required for this type of grant application. The grant office review and approval process may take several business days, so please check with your institution and plan accordingly. Respondents are strongly encouraged to submit proposals to the grant office with sufficient time for review and approval before the proposal deadline of Monday, November 7, 2011.

Respondents who are unable to scan the signed letters for online submission may upload the unsigned letters and fax the signed letters prior to the deadline to:

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