The Elevate Youth California: Youth Substance Use Disorder Prevention Program Request for Applications Review Webinar will begin soon!

- If you have audio issues using computer speakers, join the audio by phone:
  1. Dial: 1-669-900-6833
  2. Meeting ID: 973 5468 4341
  3. Passcode: 645541

- All participants are muted.

- If you have questions during the webinar, submit them through the chat feature (click “Chat” at the top of the screen). Select “All Panelists” as the recipient.

September 10, 2020
Welcome to the
Elevate Youth California: Youth Substance Use Disorder Prevention Program
Request for Applications
Review Webinar

September 10, 2020
First Cohort Grantee Partners

- Action Network
- Alcohol Justice
- Big Valley Band of Pomo Indians
- California Health Collaborative
- California Youth Connection
- Center for Young Women’s Development – Young Women’s Freedom Center
- Education, Training, and Research Associates
- Family Assistance Program
- Fathers & Families of San Joaquin
- Fresh Lifelines for Youth, Inc.
- Fresno County Economic Opportunities
- Gateway Mountain Center, Inc.
- Improve Your Tomorrow
- Koreatown Youth and Community Center, Inc.
- Latino Center for Prevention & Action in Health & Welfare
- Legacy LA Youth Development Corporation
- North County Health Project, Inc.
- Northern California Indian Development Council, Inc.
- Pinoleville Pomo Nation
- Rose Family Creative Empowerment Center Inc.
- Social Advocates for Youth San Diego, Inc.
- The Cambodian Family
- The Epicenter – Friday Night Live
- The Wall Las Memorias Project
- YES Nature to Neighborhoods
- Youth Leadership Institute
Our Team

Matt Cervantes
Director of Health Programs

Karissa Rogers
Receptionist
Agenda

- The Funding Opportunity
- How to Apply
- How to be Competitive
Launched in 2012

Brings people, ideas and infrastructure together to create positive change in California

Dedicated to health and racial equity

Managing entity of the Elevate Youth California program in partnership with California Department of Health Care Services
Prop. 64 Background

- Prop. 64 legalized adult use of cannabis
- Created new taxes on the cultivation and sale of marijuana
- Revenues go into the **California Cannabis Tax Fund**
- 60% to Youth Education Prevention, Early Intervention and Treatment
Elevate Youth California: Youth Substance Use Disorder Prevention Program

Request for Applications
September 2020

This opportunity is provided by The Center at Sierra Health Foundation under contract with the State of California’s Department of Health Care Services through Proposition 64, California Cannabis Tax Funds, Allocation 3, Youth Education Prevention, Early Intervention and Treatment Account.

Funding Opportunity Overview
Glossary

- Prevention
- Harm Reduction
- Substance Use Disorder
- Addiction
- Policy, Systems and Environmental Change
- Social Justice Youth Development
- Intersectionality
Elevate Youth California Program Goal

Grounded in social justice youth development, the Elevate Youth California Program supports a statewide network of organizations working on youth substance use disorder prevention, education and early intervention start-up activities and/or enhancement efforts in low-income urban and rural areas throughout California, with a focus on impacting policy, systems and environmental change.
1. Invest in youth empowerment, leadership and development

2. Service provision through the cultural lens of the impacted community

3. The promotion of population-level impacts through policy, systems and environmental change
Youth Prevention Program Scope

- The Center is seeking applications from community-based organizations and Tribal organizations that strive for health equity and that will work on specific culturally and linguistically appropriate prevention, outreach and education projects that address policy, systems and environmental change, focused on youth ages 12-26

- Project Period: **November 16, 2020 – November 15, 2023**
Communities of Focus

- Communities disproportionately impacted by the War on Drugs

<table>
<thead>
<tr>
<th>Racial Group</th>
<th>California Raw Numbers on Drug Offenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>33</td>
</tr>
<tr>
<td>Black/African American</td>
<td>24</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>117</td>
</tr>
<tr>
<td>Asian</td>
<td>9</td>
</tr>
<tr>
<td>All Youth of Color</td>
<td>150</td>
</tr>
</tbody>
</table>

The W. Haywood Burns Institute
2015 Incarceration for All Youth in California

FIGURE 16

Source: FBI/Uniform Crime Reporting Program Data and U.S. Census Data
Your Involvement

- Reach into specified geography
- Understanding of community
- Trusted partnership(s)
- Successful approach for community prevention and education
Eligibility

- Located in the state of California
- Provide services in the state of California
- Are a 501(c)(3) community-based organization or Tribal organization with established and trusted community relationships. Fiscal sponsorships are eligible. Open to coalitions of organizations and collaboratives, as long as one eligible organization is the applicant.
- Applicant organization must not have an active Elevate Youth California grant.
- Have demonstrated experience partnering with young people of color to promote policy, systems and environmental change
- Must be deeply invested in, engage and reflect communities disproportionately impacted by the war on drugs. Have a history of working with impacted communities including representation on the board and staff, clients served and neighborhood worked in.
- Applicant organizations and their partners must have evidence of inclusivity and shall not discriminate.
Implementation Strategies

Proposals must contain a component of youth activism and at least one other mentorship and/or peer-led support and leadership program:

- Youth activism for policy, system and environmental change (required)
- Mentorship/relationship building
- Peer-led support and leadership programs
Potential Funded Activities

- Direct services
- Policy, systems and environmental change
- Culturally rooted, healing-centered youth activism that addresses policies and systems
- Peer-led capacity building, training and leadership development
- Policy-focused campaigns
- Youth-led programming and credible messenger outreach programs
Award Amount

Up to $1,000,000 for three years
If Awarded: Responsive Payment Schedule

- Minimum of three payments
- Specific payment amounts will be determined through the proposed budget and in collaboration with awarded partners
If Awarded: Other Funding Information

- Rural/Urban support
- Grants will be deliverable-based
If Awarded: Reporting and Data Requirements

Partners will be required to submit **quarterly reports** responding to the performance measures identified in their grants and work plan and including financial reports.

<table>
<thead>
<tr>
<th>Report</th>
<th>Period</th>
<th>Due Date to The Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>Progress Report 1</td>
<td>11/16/2020-2/15/2021</td>
<td>3/15/2021</td>
</tr>
<tr>
<td>Progress Report 2</td>
<td>2/16/2021-5/15/2021</td>
<td>6/15/2021</td>
</tr>
<tr>
<td>Progress Report 3</td>
<td>5/16/2021-8/15/2021</td>
<td>9/15/2021</td>
</tr>
<tr>
<td>Progress Report 4</td>
<td>8/16/2021-11/15/2021</td>
<td>12/15/2021</td>
</tr>
<tr>
<td>Progress Report 5</td>
<td>11/16/2021-2/15/2022</td>
<td>3/15/2022</td>
</tr>
<tr>
<td>Progress Report 6</td>
<td>2/16/2022-5/15/2022</td>
<td>6/15/2022</td>
</tr>
<tr>
<td>Progress Report 7</td>
<td>5/16/2022-8/15/2022</td>
<td>9/15/2022</td>
</tr>
<tr>
<td>Progress Report 8</td>
<td>8/16/2022-11/15/2022</td>
<td>12/16/2022</td>
</tr>
<tr>
<td>Progress Report 9</td>
<td>11/16/2022-2/15/2023</td>
<td>3/16/2023</td>
</tr>
<tr>
<td>Progress Report 10</td>
<td>2/16/2023-5/15/2023</td>
<td>6/15/2023</td>
</tr>
<tr>
<td>Progress Report 11</td>
<td>5/16/2023-8/15/2023</td>
<td>9/15/2023</td>
</tr>
</tbody>
</table>
Youth Listening Sessions

- Host a minimum of one youth listening session with impacted youth each year of project implementation
- Feedback on strategy and project implementation
Questions?
Elevate Youth California Program

Application Process
Grants Portal
Use Internet Explorer

The Center at Sierra Health Foundation portal

Create an Account
Grants Portal

Application Instructions

Be sure to read the request for applications carefully before beginning your application. Required fields and attachment uploads are marked with *. You may save your in-progress application at any time and return to it later using the link you will receive in an automated e-mail. Should you have questions, click on Contact Us to the right of the purple tabs above or send an e-mail to mtaaccesspoints@shfcenter.org.
Application

Applicant Information
Application

Applicant Information

- Applicant organization information
- Applicant organization CEO/Director information
- Application contact information – for questions related to the proposal
- Organization’s annual budget
- Financial audit
Application

Project Information

- Project Name and Brief Purpose
- Project Start and End Dates
- Requested Amount
- Implementation Strategy
- Geography – Counties the Project will Impact
- Region where services will be implemented (rural/urban)
- Community the Project will Impact
Application

Questions for Project Narrative

1) Organization Description
2) Track Record with Community
3) Track Record with Youth
4) Need
5) Use of Funds
6) Evaluation
7) Organizational Capacity
8) Technical Assistance
Attachments
Application

Required Application Attachments

- Proposed three-year project budget
- Proposed project budget justification
- Applicant organization’s W-9
- Work Plan
- Support letter from administrator/executive, or if you are applying as a coalition, support letter signed by each coalition member stating their role in the project and signed by that organization’s executive.
Proposed Budget
<table>
<thead>
<tr>
<th>Category</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Total Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>General Expenditure</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Total Expenditure</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
</tbody>
</table>
Budget Justification

- For each line item listed in the Excel Budget Form, list and explain how the funds will be used for the project,
- Be specific on how you arrived at the budgeted amounts
- Include full-time equivalents (FTE) for staff
- Identify other funding secured for the proposed activities, if applicable
- Include and describe any in-kind support
Budget Justification

Elevate Youth California

BUDGET JUSTIFICATION

For each item listed in the Excel Budget Form, list and explain how the funds will be used for the project, including other funding committed to the project and the source of other funding. Be specific on how you arrived at the budgeted amounts. Describe in-kind resources.

Shaded fields will expand as you type and continue on to additional pages.

Applicant Organization: [redacted]
Total Amount Requested by Year:
Year 1
Year 2
Year 3
Total

List line items, budgeted amounts and justification below:
Work Plan

- **Project overview**
  - Priority area/population
  - Problem statement
  - Contributing factors
  - Overall project goal

- **Work plan**
  - Objective
  - Responsible partner
  - Intermediate/long-term outcomes
  - Monitoring/evaluation approach
Work Plan

**Work Plan – Elevate Youth California**

**Organization Name:**

**Funding Amount Requested:**

**Grant Period:**

**Priority Area/Population:** Example – Latinx LGBTQ2S+ youth

**Problem Statement:** Example – Latinx LGBTQ2S+ youth in rural California are at greater risk of developing a substance use disorder.

**Contributing Factors:** Example – Poor emotional support, bullying, mental illness (depression), and at-risk behaviors lead to increased likelihood of using harmful substances.

**Goal:** Example – Reduce the past 30-day substance use by Latinx youth ages 12-18 in Plumas County by 3% from 43.7% to 40.7% by November 2023.

**Policy Goal:** Example – To improve school climate by addressing the disproportionate rate of expulsion that LGBTQ2S+ students of color experience by expanding anti-bullying campaigns and healing-centered restorative justice programs throughout the six middle schools and three high schools in Plumas County by November 2023.

**Work Plan**

The work plan has five parts:

- **Objectives:** The objectives are statements of what major accomplishments you expect to achieve that year. Objectives should relate to the contributing factors. For example, you might have an objective related to decreases in depression. Please limit your plans to the 2-4 objectives that are essential for achieving your project goal. Objectives should be “SMART”:
  - Specific: Identify the specific change you want to see, including the individuals or groups you want to see the change in.
  - Measurable: Identify how much change you expect to see.
  - Achievable: Be ambitious, but also realistic, in what can be achieved in a year’s time.
  - Relevant: Identify changes that are likely to affect the contributing factors in ways that will help you achieve the overall project goal.
  - Time-bound: All objectives should be achievable by the end of the grant period. Annual objectives should identify what can be achieved in each year.

- **Examples:**
  - In partnership with the local school district, create 10 Gay Straight Alliances (GSA) at two high schools and three middle schools by 2023 (by the end of project).
  - Create six safe-space locations with community partners for LGBTQ2S+ youth in Plumas County by 2023 (by end of project).
  - Develop new school district policy that replaces zero-tolerance approaches for bullying and substance use with healing-centered restorative justice practices in six middle schools and three high schools in Plumas County by 2023.
  - Plan and host an annual youth action summit to educate and empower youth ages 12-26 on topics of policy systems change, advocacy and SPD prevention in Plumas County.

- **NOTE:** You will be required to report on the extent to which you achieved or exceeded your objectives. Make them ambitious, but realistic.

- **Responsible partner:** Identify the responsible partner/organization who will be implementing the specific objective.

- **Intermediate/long-term outcomes:** Identify what will happen as a result of the activities identified in your objectives.

- **Monitoring/evaluation approach:** In this column, identify the tool and analysis approach you will use to track progress toward your intermediate/long-term outcomes and overall goal.

**Goal:** Example – Reduce the past 30-day substance use by Latinx youth ages 12-18 in Plumas County by 3% from 43.7% to 40.7% by November 2023.

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Responsible Partner</th>
<th>Intermediate/Long-term Outcomes</th>
<th>Monitoring/evaluation Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: in partnership with the local school district, create and register 10 Gay Straight Alliances (GSA) at two high schools and three middle schools by November 2023</td>
<td>Nonprofit partner ABC, Nonprofit partners CDF, High School, DTH High School, GN High School, WLR High School, MNH High School, PSH High School, 121 Middle School, 83 Middle School, 123 Middle School – including students and staff</td>
<td>Example: Latinx LGBTQ2S+ youth are engaged in positive activities that promote healthy decision-making skills, build supportive relationships with adult mentors and peers, and provide opportunities to be a change agent in their school campus and local community.</td>
<td>Example: Participation in GSA meetings using confidential sign-in sheets.</td>
</tr>
<tr>
<td>Example: Latinx LGBTQ2S+ youth engaged in GSAs reduce 30-day marijuana use</td>
<td>GSA advocacy influences other students to reduce marijuana use and at-risk behaviors</td>
<td>Example: Participation in GSA increases emotional health and physical safety, and builds positive peer relationships.</td>
<td></td>
</tr>
<tr>
<td>Example: Latinx LGBTQ2S+ youth participate in GSA meetings using confidential sign-in sheets</td>
<td>\</td>
<td></td>
<td>\</td>
</tr>
</tbody>
</table>

**Example:** Latinx LGBTQ2S+ youth participate in GSA meetings using confidential sign-in sheets.

**Example:** GSA advocate influences other students to reduce marijuana use and at-risk behaviors.

**Example:** Participation in GSA increases emotional health and physical safety, and builds positive peer relationships.
Questions?
How to be Competitive
Selection Criteria

Competitive applications will:

- Clearly explain why the organization is the appropriate organization to implement the youth substance use disorder prevention project, including, but not limited to, track record of engaging with community impacted by the war on drugs and youth’s families, and championing and history of youth-led programming.
- Utilize an equity framework that recognizes the need to strive for health and racial equity in program activities and outcomes, while understanding the role trauma plays in the development of young people.
- Include organizational history working at the policy and systems change level in addition to service delivery.
- Demonstrate commitment to social justice youth development and asset-based approach to youth engagement.
Selection Criteria

Competitive applications will:

- Demonstrate the use of an equity framework that recognizes the need to strive for health and racial equity in program activities and outcomes
- Include culturally responsive and linguistically appropriate activities
- Utilize an intersectional approach to health equity through policy, systems and environmental change
- Demonstrate a comprehensive youth and family engagement plan that is responsive to the current COVID-19 pandemic
- Utilize prevention and education that is tailored and utilizes a stigma-reducing approach
- Include clear and demonstrated screening and referral pathways with the ability to navigate youth to a higher level of substance use or mental health care, if needed
Proposal Writing Tips

- Read and follow application guidelines and instructions
- Verify your organization is eligible
- Answer questions clearly and provide enough detail about the proposed activities so that the reviewers can fully understand your plan
- Clearly explain your proposed project and what change will result from funding
Proposal Writing Tips

- Check for consistency in the project description, budget narrative and budget line items
- Have someone who is not involved in the project read your draft application and tell you what they think you’re applying for
- Review the Attachments Checklist to ensure you have all required documents
Application Submission Tips

- On a PC: Use Internet Explorer as the web browser for our online grants portal
- On a Mac: Use Safari as the web browser
- Click the “Save and Return Later” button if you will not be active in the application for a few minutes
- Submit application before the deadline date
- Write responses to the narrative questions outside of the grants portal, then cut and paste your responses in the appropriate fields
- As you write responses, track your word count
Checklist

- Review Application Instructions and Criteria
- Coalitions may apply, as long as one eligible organization is the applicant.
- Complete the application in the online portal:
  - Completed application questions
  - Three-year Project Budget
  - Project Budget Justification
  - Work Plan
  - W-9
- Support letter from administrator/executive, or if you are applying as a coalition, support letter signed by each coalition member stating their role in the project and signed by that organization’s executive.
Timeline

- Application deadline ➔ October 2 at 1 p.m.
- Award Announcement ➔ Early November
- Funds Available ➔ Mid-November
Upcoming Webinar

September 17 at 11am – 12:30pm

Please register at:
https://www.shfccenter.org/eyc/webinar/sept-17
Contacts and Resources

Contact:
If your question wasn’t answered, e-mail questions to: elevateyouthca@shfcenter.org

Resources:
Elevate Youth California web site: https://elevateyouthca.org/
The Center: www.shfcenter.org
Prevention Institute’s “California’s Prop 64 Youth Education, Prevention, Early Intervention and Treatment Fund”: PreventionInstitute.org (.pdf)
Child and Adolescent Health Measurement Initiative’s Roadmap for California Prop 64 Expenditures: www.prop64roadmap.org
When the Smoke Clears: Racial Disparities in California’s Marijuana Arrests: RegionalChange.UCDavis.edu