

November 6, 2009

Dear Potential Applicant:

Attached to this letter of transmittal is the Center for Substance Abuse Prevention's (CSAP) Faith and Community Based support Initiative "Request for Proposals" (RFP).

Proposals will be accepted from across the United States with up to 30 awards of \$50,000 being announced in December 2009. Please read the entire solicitation thoroughly and decide whether this is a Federal funding opportunity suitable for your organizational programmatic goals. Please note the following:

1. RFP Release Date: November 6, 2009
2. One page Letter of Intent must be received by November 20, 2009
3. Proposal Due Date: December 4, 2009 5:00pm, EST
4. Award Announcement: December 18, 2009
5. Work Plans Due Date: February 20, 2010
6. Subcontracts Begin: November 1, 2009 through October 30, 2010

Thank you for your interest in this Initiative and for the work you and your organization do in your community.

Sincerely,

David Lamont Wilson  
CSAP Faith-Based Coordinator  
Center for Substance Abuse Prevention  
[david.wilson@samhsa.hhs.gov](mailto:david.wilson@samhsa.hhs.gov)

Bernard Warren  
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Rev. Cheryl Mitchell Gaines  
Senior Faith Based Technical Specialist  
McFarland & Associates, Inc.  
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**Center for Substance Abuse Prevention (CSAP)  
Faith & Community Based Support Initiative**

**Request for Proposals**

**Funding Opportunity Title:** CSAP Faith & Community Based Support Initiative

**Funding Source:** U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention

**Type of Announcement:** Request for Proposals: Mini-subcontract Awards

**Number of Awards:** 30

**Maximum Funding:** \$50,000

**Release Date:** November 6, 2009

**Letter of Intent:** Preferred (not mandatory). Receipt by November 20, 2009

**Proposal Due Date:** December 4, 2009, 5:00 p.m. ET

**Award Date:** December 18, 2009

**Work Plans Due Date:** February 20, 2010

**Mini Subcontract Awards Begin:** November 1, 2009 thru October 30, 2010

**Format of proposals:** Double-spaced, no more than 30 pages (including attachments)

**Number of Copies:** Original and 3 copies.

*SAMHSA/CSAP's Request for Proposal is through its Faith & Community Based Support Initiative, which is being administered through Westover Consultants, Inc. (The Contractor) and McFarland & Associates, Inc. (The Subcontractor).*

**Background:**

The significance of utilizing faith-based and community grassroots organizations to assist with substance abuse prevention cannot be overstated. Communities over the years have relied on faith based and grassroots community organizations to respond to education crises, social problems, and emerging health issues. In 2009, President Obama signed an executive order establishing the new White House Office of Faith-Based and Neighborhood Partnerships. The White House Office of Faith-Based and Neighborhood Partnerships will work on behalf of Americans committed to improving their communities, no matter their religious or political beliefs. This Office follows in the tradition of past administrations' commitment to emphasizing the value of faith- and community-based organizations to provide services and increase their capacity to heal some of the Nation's ills and transform lives. Faith organizations need to be able to access Federal funds to support the delivery of quality social and health services in their communities.

To that end, faith-based and other neighborhood organizations are vital to our Nation's ability to address the needs of low-income and other underserved persons and communities. The American people are key drivers of fundamental change in our country, and few institutions are closer to the people than our faith-based and other neighborhood organizations. It is critical that the Federal government strengthen the ability of such organizations and other nonprofit providers in our neighborhoods to deliver services effectively in partnership with Federal, State, and local governments and with other private organizations, while preserving our fundamental constitutional commitments guaranteeing the equal protection of the laws and the free exercise of religion and forbidding the establishment of religion. The Federal government can preserve these fundamental commitments while empowering faith-based and neighborhood organizations to deliver vital services in our communities, from providing mentors and tutors to school children to giving formerly incarcerated returning citizens a second chance at work and a responsible life to ensuring that families are fed.

Since 1992, the Substance Abuse and Mental Health Services Administration's Center for Substance Abuse Prevention (CSAP) has collaborated with faith- and community-based organizations in an effort to reduce substance abuse and related problems. CSAP has assisted these organizations to develop local networks of faith organizations and substance abuse prevention and treatment providers to address and support the substance abuse needs in local communities. The strategy is to secure, encourage, and sustain the involvement of clergy and religious lay persons addressing community social issues associated with substance abuse and HIV/AIDS. Over the years, SAMHSA has been committed to ensuring that community, as well as faith-based organizations provide the most effective and efficient substance abuse services through grant opportunities.

SAMHSA has also provided technical assistance to these organizations to enhance their grant applications and evaluation skills.

Many community and faith based organizations throughout the country operate programs designed to prevent and treat substance abuse and HIV/AIDS, and many clergy and lay religious leaders participate in efforts to ameliorate the effects of substance abuse in their respective communities. In FY 2008, SAMHSA's Faith-Based Workgroup and all three Centers, under the leadership of CSAP, expanded their efforts and conducted 42 workshops for faith based and community grassroots organizations to improve their grant writing skills to better compete for federal funding and other support. The workshop outcomes revealed that more technical assistance is needed by faith based and grassroots community organizations, if they are to develop successful programs that address substance abuse prevention and treatment and mental health services for their communities. It is critically important that these organizations be given an opportunity to enhance their prevention and treatment delivery systems.

**Program Purpose:**

The purpose of the CSAP Faith & Community Based Support Initiative (FCBSI) is to provide \$50,000 in mini subcontracts to 30 faith- and community-based organizations that have existing HIV or substance abuse prevention programs that could benefit by incorporating collaboration with existing crime prevention and prisoner re-entry efforts. These funds will also enhance an organization's capacity to be more efficient and effective in social service delivery.

**Goals and Objectives:**

CSAP's FCBSI is designed to achieve these goals:

- To establish and strengthen collaboration among faith- and community-based organizations, Federal, State, local governments to prevent and reduce substance abuse and HIV/AIDS in communities of color.
- To reduce substance abuse among youth and, over time, among adults by addressing the factors in a community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse. (Substances include, but are not limited to, narcotics, depressants, stimulants, hallucinogens, cannabis, inhalants, alcohol and tobacco, where their use is prohibited by Federal, State, or local law).
- To reduce recidivism rates of returning citizens and to provide the critical services, resources and opportunities necessary to promote a successful transition from prison to the community.

- Decrease the impact of substance abuse on communities of color through education, prevention, awareness. (Substances include, but are not limited to, narcotics, depressants, stimulants, hallucinogens, cannabis, inhalants, alcohol and tobacco, where their use is prohibited by Federal, State, or local law).
- To promote the use of HIV testing services.

The objectives include the following:

- Developing family-centered HIV and substance abuse prevention services that address the needs of the individual and family as a whole
- Creating partnerships across service systems such as health, education, and workforce development; community and faith based organizations; businesses and employers
- Strengthening the capacity of individuals and families to function self sufficiently
- Engaging families in decisions and goal setting around HIV and substance abuse prevention
- Increasing HIV testing
- Increasing community awareness about HIV and substance abuse prevention

### **Eligible Applicants**

- Non-profits with 501(c)(3) IRS status (other than institutions of higher education).
- Non-profits without 501(c)(3) IRS status (other than institutions of higher education).
- Faith-based and community organizations that meet the local and State requirements of their respective jurisdictions are eligible to apply under this announcement.
- Faith-based organizations.
- Community-based organizations.
- Faith or Community-based organization established through history and social engagement.
- Organization/Program has been in existence at least 3 years.
- Annual organizational budget does not exceed \$800,000.
- Foreign entities are not eligible under this announcement.
- Non-profit or for-profit organizations which are neither faith-based organizations nor community-based organizations are ineligible for funding under this announcement.
- There is no requirement that subcontract applicants have 501(c)(3) status or identify a sponsoring organization with 501(c)(3) status.

## **Application Requirements**

### **Project Abstract (1 page) Not included in the 30 page limit**

Provide a summary of the application. Prepare this so that it is clear, accurate, concise, and without reference to other parts of the application. It must include a brief description of the proposed grant project including the needs to be addressed, the proposed services, and the population group(s) to be served.

Please place the following at the top of the abstract:

- Project Title
- Applicant Name
- Address
- Contact Phone Numbers (Voice, Fax)
- E-Mail Address
- Web Site Address, if applicable
- Amount of Funding Requested

### **Program Narrative**

The program narrative must address the following selection criteria: (1) statement of the problem, (2) project/program design and implementation, (3) organizational capabilities/competencies, and (4) process and outcome evaluation.

### **Application Criteria:**

#### **Successful Applicants must demonstrate the capacity to meet the following criteria:**

- Submitted proposal creates a substance abuse & HIV/AIDS prevention community outreach strategy linked to the minority community.
- Provide or link to HIV/AIDS programs that provide referral and counseling services.
- Conduct or refer participants to Rapid HIV testing.<sup>1</sup>
- Link participants with co-occurring substance abuse and mental health conditions to appropriate services.
- Incorporate strategies raising community awareness like the use of Public Service Announcements, social networking technology and other use of media.
- Provide a seamless continuum of care for participants to address CSAP goals and objectives.
- Organizations that do not provide services directly to participants must demonstrate the ability to form linkages in the community to provide a wide range of services including those services mandated under the award.

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<sup>1</sup> Test kits will be provided by CSAP.

Priority for subcontracts will be given to organizations implementing or linking to HIV/AIDS and substance abuse prevention programs in the following specified areas (**5 Bonus Points**):

A. Approaches that promote responsible fatherhood

Some examples of fatherhood programs<sup>2</sup> could include, but are not limited to, the following:

1. Parenting education programs for new and expecting fathers, teen fathers, fathers in need of general parenting skills, or fathers with special needs children
2. Programs providing marriage counseling, relationship counseling and/or divorce counseling
3. Support groups for stay-at-home and/or single fathers
4. Programs for incarcerated fathers
5. Programs providing court-mandated fathering skills training
6. Job skills training and/or job placement programs that include a fatherhood component

B. Approaches that ensure connectivity between referrals to services and which track the outcome of those referrals. Some examples include, but are not limited to the following:

1. Obtain commitment letters from other service providers to confirm referrals made and follow up activities including counseling for positive HIV test results.
2. Link persons living with HIV to care and prevention services.
3. Describe strategies for linking participants to Rapid HIV testing.
4. Link to best practice or promising programs strategies.

C. Geographical representation related to communities disproportionately impacted by HIV/AIDS.

D. Community and faith-based organizations serving gay, lesbian, bisexual, and transgender communities.

E. Organizations with demonstrated partnerships that are serving populations severely harmed by HIV/AIDS, substance abuse or returning citizens/re-entry.

**Successful applicants must also demonstrate a commitment to refer at least one person to participate in the National Community Advisory Committee (NCAC)**

- The National Community Advisory Committee (NCAC) of the CSAP FCBSI will consist of a team of knowledgeable HIV/AIDS prevention, substance abuse

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<sup>2</sup> <http://www.fatherhood.org/>

prevention (SAP) and reentry stakeholders who will provide input and oversee progress toward fulfillment of CSAP goals and objectives. This multidisciplinary team of stakeholders will include health professionals, faith and community based leaders, educators, nonprofit directors, private sector leaders, business development interests, and recipients of services and others who represent a wide spectrum of expertise. The NCAC will provide strategic input in the execution of subcontracts regarding program outcomes, community perception, messaging and general guidance.

**Statement of the Problem**

**30 points**

Applicants must briefly describe the nature and scope of the problem in the jurisdiction to be addressed by this project. Local data should be used to provide evidence that the problem exists, demonstrate the size and scope of the problem, and document the effects of the problem on the target population and the larger community. Applicants should describe any previous or current attempts to address the problem.

**Project/Program Design and Implementation**

**50 points**

Applicants must describe the specific strategies that will be used to implement the proposed program. Applicants should develop a program design that will facilitate the gathering of data on the required performance measures.

The project design section of the program narrative should describe what applicants propose to do and how they intend to do it. Applicants should identify the programs target population and explain how the strategy will work.

This section should be detailed and describe how the project will operate throughout the duration of the funding period. Applicants are encouraged to select evidence-based practices for their programs. This section must also discuss plans for sustainability, i.e., how the program will continue to operate beyond the period of the CSAP sub-award. This section should also include details regarding any leveraged resources (cash or in-kind) from local sources to support the project.

**Goals** Applicants should provide a broad statement, written in general terms, that conveys the programs intent to change, reduce, or eliminate the problem described. This section of the program narrative must outline the specific goals of the project.

**Program Objectives** Applicants should explain how the program will accomplish its goals. Objectives are specific, quantifiable statements of the desired results of the program, and they should be clearly connected to the problems identified in the preceding section. The objectives should be measurable.

Applicants should use objectives that are **Specific, Measurable, Attainable/Achievable, Relevant, Time bound or SMART.**

**Organizational Capabilities/Competencies**

**10 points**

An applicant must describe the capacity of the applicant and any identified partners to effectively staff the proposed initiative. Applicants should describe its history of staffing projects of similar size and scope and identify program management, administrative staff and program staff. Applicants may include an organizational chart in this section.

**Process/Outcome Evaluation**

**10 points**

Applicants must describe the goals of the proposed project and identify its objectives. When formulating the projects goals and objectives, applicants should have a timeline that highlights performance measures and activities.

Applicants receiving funding under this announcement must provide outcome data that measure the results of their work, including numbers of persons served by age, gender, race and ethnicity.

- Increased number of individuals who receive substance abuse and HIV prevention education.
- Increased number of individuals exposed to messages and information relating to SA, underage drinking, and risky behaviors that might result in HIV infections.
- Increased number of individuals attending outreach and awareness activities.
- Increase in the number of individuals participating in workshops/training and other prevention events.
- Increased number of individuals tested for the first time.
- Increased number of individuals who are HIV tested overall.
- Increased number programs that make HIV testing services available (or make provision for offsite testing).

**Performance Measures** Performance measures must reflect the specific problems, goals and objectives, and design associated with this subcontract. Specifically, programs must measure and collect data on: (i.e., how many program participants were engaged in the interventions below, in what manner, and how many completed your program):

- HIV testing
- Educational services
- Training to improve job skills, as well as assistance in finding anti maintaining employment or other means of support
- Aftercare programs, including peer support groups following initial treatment, e.g., 12-step programs, community- and faith-based mentoring programs, etc.

- Counseling for substance abuse and HIV/AIDS prevention
- Life skills training such as conflict resolution, problem solving, and anger management
- Other behavioral modification efforts
- Type of media messaging used to promote program goals, e.g., Public Service Announcements.

### **Budget and Budget Narrative**

Applicants must provide a budget that: (1) is complete, allowable, and cost effective relative to the proposed activities; (2) shows the cost calculations demonstrating how the applicant arrived at the total amount requested; and (3) provides a brief supporting narrative to link costs with project activities. Applicants must submit a budget that includes both a detailed worksheet itemizing all costs and a narrative explaining and justifying each budget item:

### **Budget Detail Worksheet**

The worksheet should provide the detailed computation for each budget line item. The worksheet must list the cost of each item and show how the cost was calculated. For example, costs for personnel should show the annual salary rate and the percentage of time devoted to the project for each employee paid through grant funds. The budget detail worksheet should present a complete and detailed itemization of proposed costs.

### **Budget Narrative**

The narrative should describe each budget item and relate it to the appropriate project activity. It should closely follow the content of the budget detail worksheet and provide justification for all proposed costs. In the budget narrative, the applicant should explain how fringe benefits were calculated, how travel costs were estimated, why particular items of equipment or supplies must be purchased, and how overhead or indirect costs (if applicable) were calculated. The budget narrative should justify the specific items listed in the budget detail worksheet (particularly, supplies, travel, and equipment) and demonstrate that all costs are reasonable.

## Content and Form of Application Submission

### **LETTER OF INTENT**

#### **Instructions:**

Applicants who intend to submit an application for this mini subcontract program are encouraged to ***SUBMIT A LETTER OF INTENT*** to the Center for Substance Abuse Prevention Faith and Community Based Support Initiative (CSAP- FCBSI) mini subcontracts. The Letter of Intent should provide the following information:

1. Identification of RFP as CSAP FCBSI;
2. legal name of applicant;
3. physical address;
4. mailing address (if different);
5. email address;
6. telephone number;
7. fax number (if available);
8. name and title of authorized signatory

Letters of Intent that are submitted for CSAP- FCBSI must be **received by 5:00 PM ET by Friday, November 20, 2009.**

Letters of Intent may be submitted in one of two ways:

Email to: [faithproposals@mcfarlandassociate.com](mailto:faithproposals@mcfarlandassociate.com)

or mail to:

**Attn: Letter of Intent**  
Rev. Cheryl Mitchell Gaines  
Senior Faith Based Technical Specialist  
McFarland & Associates  
8601 Georgia Avenue, Suite 601  
Silver Spring, MD 20910

### **Application Format Requirements**

These instructions must be followed.

#### **Font**

Please use an easily readable typeface, such as Times Roman, Arial, Courier, or CG Times. The text and table portions of the application must be submitted in not less than 12- point and 1.0 line spacing. Applications not adhering to 12-point font requirements may be returned. For charts, graphs, footnotes, and budget tables, applicants may use a

different pitch or size font, not less than 10 pitch or size font. However, it is vital that when scanned and/or reproduced, the charts are still clear and readable.

Please do not submit organizational brochures or other promotional materials, slides, films, clips, CDs, DVDs, etc.

### **Paper Size and Margins**

For duplication and scanning purposes, please ensure that the application can be printed on white 8 ½” x 11” sheets of paper. Margins must be at least one (1) inch at the top, bottom, left and right of the paper. Please left-align text.

The total size of all uploaded files may not exceed the equivalent of 30 pages when printed by SAMHSA, approximately 4 MB. This 30-page limit includes the project narrative, budget and budget narrative. Attachments and letters of commitment and support should be included in an Appendix and must not exceed 10 pages. All letters of commitment or support should be specific to this application, and should reflect all partnerships that are relevant to meeting the goals and objectives of this award.

Applications should also have a Table of Contents and Project Abstract, which will not be included in the 30 page limit.

**Applications that exceed the specified limits will be deemed non-compliant. All non-compliant applications will not be considered for funding.**

**Project Abstract** – Not included in the 30 page limit

Provide a summary of the application. Because the abstract is often distributed to provide information to the public and Congress, please prepare this so that it is clear, accurate, concise, and without reference to other parts of the application. It must include a brief description of the proposed grant project including the needs to be addressed, the proposed services, and the population group(s) to be served.

Please place the following at the top of the abstract:

- Project Title
- Applicant Name
- Address
- Contact Phone Numbers (Voice, Fax)
- E-Mail Address
- Web Site Address, if applicable
- Amount of Funding Requested

The project abstract must be single-spaced and limited to one page in length.

## **Tips for Writing a Strong Application**

**Keep your audience in mind.** Reviewers will use only the information contained in the application to assess the application. Be sure the application and responses to the program requirements and expectations are complete and clearly written. Do not assume that reviewers are familiar with the applicant organization, service area, and barriers to service delivery or service needs in your community. Keep the review criteria in mind when writing the application.

**Start preparing the application early.** Allow plenty of time to gather required information from various sources.

**Follow the instructions in this guidance carefully.** Place all information in the order requested in the guidance. Avoid the risk of having reviewers hunt through your application for information.

**Be brief, concise, and clear.** Make your points understandable. Provide accurate and honest information, including candid accounts of problems and realistic plans to address them. If any required information or data is omitted, explain why. Make sure the information provided in each table, chart, attachment, etc., is consistent with the proposal narrative and information in other tables. Your budget should reflect back to the proposed activities, and all forms should be filled in accurately and completely.

**Be organized and logical.** Many applications fail to receive a high score because the reviewers cannot follow the thought process of the applicant or because parts of the application do not fit together.

**Be careful in the use of attachments.** Do not use the attachments for information that is required in the body of the application. Be sure to cross-reference all tables and attachments to the appropriate text in the application. Be sure to upload the attachments in the order indicated in the forms.

**Carefully proofread the application.** Misspellings and grammatical errors will impede reviewers in understanding the application. Be sure that page limits are followed. Limit the use of abbreviations and acronyms, and define each one at its first use and periodically throughout application. Make sure you submit your application in final form, without markups.

**Print out and carefully review an electronic application to ensure accuracy and completion.** When submitting electronically, print out the application before submitting it to ensure appropriate formatting and adherence to page limit requirements. **Check to ensure that all attachments are included before sending the application forward.**

**Ensure that all information is submitted at the same time. We will not consider additional information and/or materials submitted after your initial submission, nor will we accept e-mailed applications or supplemental materials once your application has been received.**

### **Submission Dates and Times**

#### **Application Due Date**

The due date for applications under this grant announcement is December 4, 2009 5:00pm ET

Applications will be considered as meeting the deadline if they are electronically received on or before the due date by 5:00 pm ET or if hand delivered on or before the due date by 5:00 pm ET.

SAMHSA designee may authorize an extension of published deadlines when justified by circumstances such as acts of God (e.g. floods or hurricanes), widespread disruptions of email service, or other disruptions of services, such as a prolonged blackout. The authorizing official will determine the affected geographical area(s).

**Applications must be submitted by December 4, 2009 5:00pm ET. Late applications:**

**Proposal by email submission is preferred.** If you do not have the means to submit by email, then mail or hand deliver an original and 3 copies to be received by 5 pm ET, December 4 2009 to:

Rev. Cheryl Mitchell Gaines  
Senior Faith Based Technical Specialist  
McFarland & Associates, Inc.  
8601 Georgia Ave., Suite 601  
Silver Spring, MD 20910  
[faithproposals@mcfarlandassociate.com](mailto:faithproposals@mcfarlandassociate.com)

Applications which do not meet the criteria above are considered late applications. We shall notify each late applicant that its application will not be considered in the current competition.