The Elevate Youth California: Youth Substance Use Disorder Prevention Program: Innovation Track 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: 862 5551 2658
  3. Passcode: 089740

- 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.

November 30, 2021
Welcome to the Elevate Youth California: Youth Substance Use Disorder Prevention Program: Innovation Track Request for Applications Review Webinar

November 30, 2021
Our Team

Palvinder Kaur
Program Officer

Matt Cervantes
Managing Director of Healthy Youth Development Programs

Andrew Ha
Program Associate

Latojanae Hull
Program Assistant
Agenda

- The Center and Prop. 64 Background
- The Funding Opportunity
- How to Apply
- How to be Competitive
The Center Background

- 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 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.
Current Funded Partners

Visit [www.elevateyouthca.org](http://www.elevateyouthca.org) to learn more

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**Standard Track**

Focusing on policy, system and environmental change through youth activism, mentorship and peer-led support.

- 36 months
- Up to $1 million
- RFA released August 2021
- **Cohort 1**: 26 projects = $21.5 million
- **Cohort 2**: 32 projects = $29.7 million
- **Cohort 3**: 61 projects = $52.7 million

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**Capacity Building Track**

Focusing on strengthening the operational, programmatic, financial or organizational structure of community-based organizations.

- 30 months
- $75,000 to $400,000
- RFA released February 22
- **Cohort 1**: 18 projects = $5 million
Current Funded Partners

Visit www.elevateyouthca.org to learn more

Learn how our 61 Standard Track Cohort 3 partners are leading change with youth in communities through prevention, outreach and education.

**Alliance for Community Empowerment**
Los Angeles County
$999,477
To strengthen the leadership and advocacy skills of Black and Latinx youth in Los Angeles through social justice youth development, mentoring and a Policy Council to address trauma and substance use.

**Anti-Recidivism Coalition**
Sacramento County, Yolo County
$448,909
To empower system-impacted youth in Sacramento and Yolo counties through leadership development, mental health support, and policy advocacy to improve health and life outcomes for young people returning home.

**Asian Youth Center**
Los Angeles County
$1,000,000
To develop the leadership and advocacy skills of low-income immigrant youth.

**America On Track**
Orange County
$1,000,000
To empower low-income youth and young adults in Orange County through individual healing and leadership development opportunities to become agents of policy-driven change.

**Asian Pacific Self-Development and Residential Association**
San Joaquin County
$987,870
To build capacity of youth leaders in San Joaquin County through youth-led programming and mentoring to encourage healthy lifestyles and reduce substance use among youth.

**Auburn Hip Hop Congress**
Nevada County, Sacramento County, Placer County, El Dorado County
$323,160
To develop the leadership and advocacy skills of youth in these counties through hip hop programming and mentorship.
Counties covered by all Elevate Youth California partners
## Elevate Youth California Funding Tracks

<table>
<thead>
<tr>
<th>Funding Track</th>
<th>Length of Agreement</th>
<th>Approximate Award Amount</th>
<th>Release of RFA</th>
<th>Focus</th>
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<tr>
<td>Standard</td>
<td>36 months</td>
<td>Up to $1 million</td>
<td>August 2021</td>
<td>Policy, system and environmental change through youth activism, mentors hip and peer-led support</td>
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<tr>
<td>Innovation</td>
<td>33 months</td>
<td>$500,000 - $750,000</td>
<td>November 2021</td>
<td>Apply best practices in new domains and/or pilot new community-driven approaches for policy, systems and environmental change paired with evaluation</td>
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<tr>
<td>Capacity Building</td>
<td>30 months</td>
<td>$75,000 - $400,000</td>
<td>February 2022</td>
<td>Strengthening the operational, programmatic, financial or organizational infrastructure of community-based organizations focused on youth substance use prevention</td>
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ELEVATE YOUTH CALIFORNIA: YOUTH SUBSTANCE USE DISORDER PREVENTION PROGRAM: INNOVATION TRACK

REQUEST FOR APPLICATIONS
NOVEMBER 2021

This funding 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 Fund, Allocation 3, Youth Education Prevention, Early Intervention and Treatment Account.

On November 8, 2016, Proposition 64 (Prop 64) was passed by voters, allowing adults aged 21 years or older to possess and use marijuana. Prop 64 created two new taxes, the revenues of which are deposited into the California Cannabis Tax Fund. Current law allocates, after other specified disbursements, 60 percent of the remaining California Cannabis Tax Fund be deposited into the Youth Education, Prevention, Early Intervention and Treatment Account (YEPITA). Funds are disbursed to the Department of Health Care Services (DHCS) for youth programs aimed to educate and prevent harm from a substance use disorder.

The Center at Sierra Health Foundation is an independent 501(c)(3) nonprofit organization bringing people, ideas and infrastructure together to create a collective impact that reduces health disparities and improves community health for the underserved living in California. For information about The Center, visit www.shfccenter.org
Elevate Youth California: Youth Substance Use Disorder Prevention Program: Innovation Track Goal

While priorities and issues of focus vary among communities, this funding is a chance to reimagine opportunities and ways of healing for youth and communities disproportionately impacted by the War on Drugs. This funding opportunity focuses on youth-serving entities that currently provide or are developing innovative youth-led social justice, peer support and mentoring strategies.
“I imagine and generate our boldest possibilities, hopes, and dreams and remind us of our direction.”

– Deepa Iyer, Solidarity Is and Building Movement Project
Glossary

- Innovation
- Developmental Inquiry/Appreciative Inquiry
- Prevention
- Harm Reduction
- Substance Use Disorder
- Addiction
- Policy, Systems and Environmental Change
- Social Justice Youth Development
- Intersectionality
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

Guiding Values

Societal/Structural
- Marketing Practices and Social Norms
- Colonization and Intergenerational Trauma
- Stigma and Discrimination
- Income and Housing Policies

Community
- School Connectedness and Environment
- Social and Community Connectedness
- Availability of and Access to Health and Social Services
- Availability of and Access to Substances

Interpersonal
- Early Childhood Development
- Physical and Sexual Abuse and Other Types of Violence
- Family Member with Problematic Substance Use

Individual
- Resilience
- Mental Health Status
- Genetics
Youth Prevention Program Scope

- The Center is seeking applications from community-based organizations, Tribal organizations and county behavioral health agencies throughout California that wish to pilot and evaluate innovative, 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: **February 16, 2022 – November 15, 2024**
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>
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</thead>
<tbody>
<tr>
<td>White</td>
<td>33</td>
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<tr>
<td>Black/African American</td>
<td>24</td>
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<tr>
<td>Hispanic/Latino</td>
<td>117</td>
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<tr>
<td>Asian</td>
<td>9</td>
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<tr>
<td>All Youth of Color</td>
<td>150</td>
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</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)
- Innovative approach to youth substance use prevention and education
- Strong monitoring/evaluation approach
Eligibility

- The organization must have an office located in California.
- Provide services in the state of California.
- Are a 501(c)(3) community-based organization, Tribal organization or a County Behavioral Health Department with established and trusted community relationships. Fiscal sponsorships are eligible. Also open to coalitions of organizations and collaboratives, as long as the backbone organization is an eligible applicant.
- Applicant organization must not have an active Elevate Youth California grant. Fiscal sponsors are the exception and are allowed to submit for a new fiscally sponsored project that was not awarded a previous Elevate Youth California grant.
- Have demonstrated experience partnering with young people of color to promote policy, systems and environmental change.
Eligibility

- 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 neighborhoods served.

- Applicant organizations and their partners must have demonstrated evidence of inclusivity and shall not discriminate based on race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation or military status in any of its activities or operations.

- Applicant organizations must take innovative approaches to program implementation and commit to participating in the appreciative inquiry process described above.
Implementation Strategies

Proposals are required to include youth activism and at least one other strategy including mentorship and/or a peer-led support program:

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

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

- Healing-centered and culturally responsive youth substance use prevention approaches that build resilience and address social norms around substance use in schools and youth-serving community organizations.
- Developing a youth-driven public-private partnership with county behavioral health and the county office of education to align youth substance prevention programs, practices and policy.
- Expanding a county’s youth-led alcohol prevention coalition to address other substances using community-driven best practices, and policies that expand appropriate stigma-reducing approaches.
- Art-based youth-driven program to strengthen political and public will to provide non-law enforcement, public health approaches to youth substance use intervention.
Award Amount

$500,000 to $750,000
for 33 months (2 years, 9 months)
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
- Subcontracts 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 subcontracts and work plan, including financial reports.

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<thead>
<tr>
<th>Report</th>
<th>Period</th>
<th>Due Date to The Center</th>
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<tr>
<td>Progress Report 1</td>
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<td>6/15/2022</td>
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<td>Progress Report 2</td>
<td>5/16/2022-8/15/2022</td>
<td>9/15/2022</td>
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<td>End of Year Report 1</td>
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<td>Progress Report 3</td>
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<td>Progress Report 6</td>
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<td>End of Year Report 3</td>
<td>11/1/2023-11/1/2024</td>
<td>12/1/2024</td>
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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

Application Process
Grants Portal
Use Microsoft Edge (formerly known as Internet Explorer)

https://www.grantrequest.com/SID_5509?SA=SNA&FID=35165

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 mataccesspoints@shfc.com.
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
- Racial/ethnic make-up of board and staff
Application

Questions for Project Narrative

1) Organization Description
2) Track Record with Community
3) Track Record with Youth
4) Track Record with Family Engagement
5) Need and Intended Participants
6) Policy, Systems and Environmental Change
7) Use of Funds and Project Plans
8) Outcomes and Evaluation Process
9) Organizational Capacity
Attachments
Application

Required Application Attachments

- Proposed two-year and nine-month 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
# The Center

## Proposed Project Budget

**Applicant Organization:**

**Start Date:** 2/16/2022  
**End Date:** 1/15/2024

<table>
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<th>Personnel Costs</th>
<th>FTE</th>
<th>Total Project Budget Year 2021/22 (12 Months)</th>
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<th>Other Funding Committed to Project</th>
<th>Total Project Budget Year 2022/23 (12 Months)</th>
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## I. Other Expenses

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<th>Other Funding Committed to Project</th>
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## II. Other Expenses

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<th>Requested from The Center</th>
<th>Other Funding Committed to Project</th>
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**Total Other Expenses:**

$0.00

**Total Grant Expenses:**

$0.00

*Indirect costs include 10% for indirect costs.*
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 [Redacted]
Year 2 [Redacted]
Year 3 [Redacted]
Total [Redacted]

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: Elevate Youth California

Funding Amount Requested: $50,000

Grant Period: 12 months

Priority Area/Population: Elevate Youth California for LGBTQ2S+ youth in rural California are at greater risk of developing a substance use disorder.

Problem Statement: Elevate Youth California for LGBTQ2S+ youth in rural California are at greater risk of developing a substance use disorder.

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

Goal: Reduce the past 30-day substance use by Latinos youth ages 12-18 in Plumas County by 3% from 43.3% to 40.7% by November 2023.

Policy Goal: 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 list your plans to the 2-3 objectives that are essential for achieving your project goal. Objectives should be as SMART:
  
  - **Specific:** Identify the specific change you want to see, including the individuals or groups you want to see the change in. Include how much change you expect to see.
  - **Measurable:** Identify the specific change you want to see, including the individuals or groups you want to see the change in.
  - **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 SUD 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:** Reduce the past 30-day substance use by Latinos youth ages 12-18 in Plumas County by 3% from 43.7% to 40.7% by November 2023

<table>
<thead>
<tr>
<th>Objective</th>
<th>Responsible Partner</th>
<th>Intermediate/Long-term Outcomes</th>
<th>Monitoring/Evaluation Approach</th>
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</thead>
<tbody>
<tr>
<td><strong>Objective 1:</strong></td>
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Questions?
How to be Competitive
Selection Criteria

Competitive applications will:

- Clearly explain why the organization is the appropriate organization to implement the innovative 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.
- Utilize effective methods for collecting data to document participant demographics, activities and progress to stated outcomes.
Competitive applications will:

- Include innovative, 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 Microsoft Edge (formerly known as 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
  - Two-year and nine-month 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

Applications Due: January 6 at 1 p.m. (Pacific Time)
Approximate Award Announcement: Early-February
Approximate Agreement Date: February 16, 2022
Upcoming Webinar

Tuesday, December 7, from 10 a.m. to 11:30 a.m.

Please register at:
https://us06web.zoom.us/webinar/register/WN_bIH7T8Q0QpGs1gHbSl6MkA
Upcoming Office Hours

Tuesday, December 14, from 10 a.m. to 11:30 a.m.
Please register at:
https://us06web.zoom.us/meeting/register/tZYvduCtrzIsH9CGYboLBRTPHLGBBN6tDccM

Tuesday, December 21, from 10 a.m. to 11:30 a.m.
Please register at:
https://us06web.zoom.us/meeting/register/tZYuf-ipvTsuHdb5KCzFa2H2HzWowd1reDCa
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
Appreciative Inquiry: www.beterevaluation.org