The Elevate Youth California: Youth Substance Use Disorder Prevention Program: Standard 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: 840 9844 2671
  3. Passcode: 830238

- 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 7, 2022
Welcome to the Elevate Youth California: Youth Substance Use Disorder Prevention Program: Standard Track Request for Applications Review Webinar

September 7, 2022
Our Team

Palvinder Kaur
Senior Program Officer

Matt Cervantes
Managing Director of Healthy Youth Development Programs

Andrew Ha
Program Associate

Latojanae Hull
Program Associate

Shyra Murrey
Senior Program Associate

Gerald White
Program Assistant
Agenda

- Program Background
- The Funding Opportunity
- How to Apply
- How to be Competitive
Sierra Health Foundation: Center for Health Program Management (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 Marijuana Tax Fund
- 60% to Youth Education Prevention, Early Intervention and Treatment
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 youth leadership and advocacy skills to support social and racial justice.
Counties covered by Elevate Youth California partners
## Elevate Youth California
### Round 4 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 2022</td>
<td>Policy, system and environmental change through youth activism, mentorship and peer-led support</td>
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<tr>
<td>Capacity Building</td>
<td>30 months</td>
<td>$100,000 - $400,000</td>
<td>January/February 2023</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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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, 50 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.shfcenter.org.
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, Elevate Youth California 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.
Guiding Values

1. Invest in youth empowerment, leadership and development
2. Implement programs 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, 2022 – November 15, 2025
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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<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>
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<tr>
<td>Asian</td>
<td>9</td>
</tr>
<tr>
<td>All Youth of Color</td>
<td>150</td>
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</table>

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

FIGURE 16
Racial Disparities in Marijuana Possession Arrests in the 25 Most Populous Counties in U.S. [2010]

- Los Angeles, CA
- Cook, IL
- Harris, TX
- Maricopa, AZ
- San Diego, CA
- Orange, CA
- Kings, NY
- Miami-Dade, FL
- Dallas, TX
- Queens, NY
- Riverside, CA
- San Bernardino, CA
- Clark, NV
- King, WA
- Tarrant, TX
- Wayne, MI
- Santa Clara, CA
- Broward, FL
- Bexar, TX
- New York, NY
- Philadelphia, PA
- Alameda, CA
- Middlesex, MA
- Suffolk, NY
- Sacramento, CA

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 Criteria

- Located in California
- Provide services in California
- Are a 501(c)(3) community-based organization or Tribal organization 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. However, Elevate Youth California-funded partners whose current award ends in November 2022 are eligible to apply. Fiscal sponsors are also an exception and are allowed to submit for a new fiscally sponsored project that was not awarded as a previous Elevate Youth California grant.
Eligibility Criteria continued

- Have demonstrated experience partnering with young people of color and other marginalized communities disproportionately impacted by the War on Drugs.

- Applicant organizations and collaborative partners must deeply engage and reflect the proposed communities served that are disproportionately impacted by the War on Drugs. Grantee partners should 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.
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, systems and environmental change *(required)*
- Mentorship/relationship building
- Peer-led support and leadership programs
Examples of 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, including financial reports.

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<td>Cumulative Final Report</td>
<td>8/16/2025-11/15/2025</td>
<td>12/8/2025</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: Youth Substance Use Disorder Prevention Program: Standard Track

Application Process
The Application

https://sierrahealth.tfaforms.net/37
The Application

https://sierrahealth.tfaforms.net/37
The Application:

**Applicant Information**

Please note: If your application has a fiscal sponsor, the fiscal sponsor’s information should be entered into this section.
The Application: Applicant Information

Please note: If your application has a fiscal sponsor, the fiscal sponsor’s information should be entered into this section.
The Application: Applicant Information

A fiscal sponsor is an organization that applies on behalf of an entity or group that does not have legal nonprofit standing with the IRS. The fiscal sponsor is the IRS qualifying organization and the fiscally sponsored organization is the organization that will be leading the work mentioned in the application.
The Application: Applicant Information

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<td><strong>Website</strong></td>
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The Application:
Applicant Information

Primary Project Contact (for questions related to this proposal)

This section is to include information for the Primary Contact for this application and overall project oversight.

First Name *

Last Name *

Title *

Email *

Office Phone *

Extension
The Application: Social Media & Project Summary
The Application: Implementation Strategy & Project Geography
The Application:

Urban/Rural & Race and Ethnicity
The Application: 
Age Group & 
Additional Population

**Age Group**
All selected activities must be related to youth 12-26 years old. For the age groups that will be affected, provide your best estimate of the percentage in each age group. (Total must add up to 100)

- Under 5 *
  - 0 %
- 10 - 14 *
  - 0 %
- 20 - 24 *
  - 0 %
- 27 - 54 *
  - 0 %
- 5 - 9 *
  - 0 %
- 15 - 19 *
  - 0 %
- 25 - 26 *
  - 0 %
- 55+ *
  - 0 %

**Total Percentage of Age**

Total of Age Groups must equal 100%. Please adjust accordingly.

**Additional Population**
Select any of the following populations that are a primary focus of the project. You may select more than one option by holding Ctrl and selecting.

- Foster Youth
- 2S/LGBTQ+ Youth
- Youth with Disabilities
The Application: Narrative Questions

1) Organization Description
2) Project Goal
3) Need
4) Population Description
5) Track Record with the Proposed Focus Population
6) Project Activities
7) Track Record with Proposed Project Activities
8) Partnerships
9) Monitoring and Evaluation
10) Organizational Capacity
11) 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
Attachments

Proposed Three-year Project Budget (required)
Download the Center’s budget form in the Attachments tab of the online application form, fill it in and upload it. Be sure to complete a budget for each year. Each budget will roll up to the total budget spreadsheet. You can download the form here. 

Choose File: No file chosen

Proposed Project Budget Justification (required)
Please describe expense line items and what they will support. You can download the form here.

Choose File: No file chosen

Work Plan (required)
Please describe the goals, objectives and activities this project will achieve. Download the work plan template here, fill it in and upload it. Please find an example of the work plan here.

Choose File: No file chosen

Applicant organization’s W-9 (required) You can download the form here.

Choose File: No file chosen

Support Letter (required)
Signed by the applicant organization’s 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. If there are multiple letters, please combine into a single PDF and upload.

Choose File: No file chosen
# Proposed Budget

**The Center at Sierra Health Foundation**

**Proposed Project Budget**
**Applicant Organization**

### Year 1

<table>
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<tr>
<th>Category</th>
<th>Total Project Budget 1/1/2023-11/15/2023 (12 Months)</th>
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### Indirect Costs

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<tr>
<td>3. Total Grant Expenses</td>
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*Enter actual indirect rate %
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:

Total Amount Requested by Year:
Year 1
Year 2
Year 3
Total

List line items, budgeted amounts and justification below:
Project Overview
- Priority area/population
- Problem statement
- Contributing factors
- Overall program goal
- Policy goal

Work Plan
- Objective
- Project activities
- Responsible staff/partner
- Timeline
- Monitoring/evaluation approach
Work Plan Example

Work Plan Example – Elevate Youth California

Organization Name: Youth Empowerment Center
Grant Period: November 16, 2020 – November 15, 2023

Priority Area/Population: Latteis 2SLGBTQ+ youth
Problem Statement: Latteis 2SLGBTQ+ youth in rural California are at greater risk of experiencing negative impacts of substance use disorders.
Contributing Factors: Poor social support, reduced access to gender-confirming medical care, and higher risk of homelessness or unstable housing may lead to increased likelihood of using harmful substances.
Program Goal: To reduce the yearly number of school suspensions or expulsion of 2SLGBTQ+ youth participants due to possession or use of a controlled substance from 61 suspensions (2021-2022) to less than 40 suspensions by December 2023.
Policy Goal: To improve school climate by addressing the disproportionate rate of expulsion that 2SLGBTQ+ 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 within the grant period.
  - 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 each year.

- In partnership with the local school district, establish a local youth mentorship program at two high schools and three middle schools by 2023 (by the end of the project).
- Develop a 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 50 youth ages 12-26 on topics of policy systems change, advocacy and SUD prevention in Plumas County by 2023.

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

- Responsible staff/partner: Identify the responsible partner/organization who will be implementing the specific objective.
- 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.
- Activities: List the activities that support the identified objective.
- Timeline: Identify the start and end dates.

See examples in the tables below.

1. Programmatic Objectives

<table>
<thead>
<tr>
<th>Project activities that support the identified objectives</th>
<th>Responsible staff/partners</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Recruit and train 10 peer-mentors</td>
<td>1. Project Lead</td>
<td>1/5/21</td>
</tr>
<tr>
<td>2. Outreach and recruitment of 30 program youth</td>
<td>2. Project Lead</td>
<td>1/5/21</td>
</tr>
<tr>
<td>3. Connect program youth to peer mentors</td>
<td>3. Project Lead</td>
<td>1/5/21</td>
</tr>
<tr>
<td>4. Hold bi-weekly mentoring sessions with peer youth mentors and mentees</td>
<td>4. Peer Mentors, Project Lead</td>
<td>2/1/21</td>
</tr>
<tr>
<td>5. Hold monthly trainings for program youth on relevant topics in Year 2 and 3</td>
<td>5. Peer Mentors, Coordinator, Project Lead</td>
<td>11/16/21</td>
</tr>
</tbody>
</table>

Monitoring/evaluation approach:
- Participation in meetings using confidential sign-in sheets
- Participant pre/post survey gauging increase in leadership, decision-making and social skills
- Listening sessions with youth who identify as Latteis 2SLGBTQ+ or straight to determine program design and receive program feedback at the end of Year 1.

2. Policy, Systems and Environmental Objective

<table>
<thead>
<tr>
<th>Activities that support the identified objective</th>
<th>Responsible staff/partners</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ABC organization will provide one training per month available to all Plumas County</td>
<td>1. ABC Organization, YEC Staff Policy Lead</td>
<td>10/1/21</td>
</tr>
<tr>
<td>2. Staff Policy Lead &amp; Youth Policy Participants</td>
<td>2. Staff Policy Lead &amp; Youth Policy Participants</td>
<td>10/1/21</td>
</tr>
</tbody>
</table>
Questions?
How to be Competitive
Selection Criteria

Competitive applications will:

- Present a complete and responsive application that demonstrates a favorable mix of credentials, capacity, potential and cost
- 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 championing and history of youth-led programming
- Utilize an innovative culturally responsive approach to substance use prevention while understanding the role trauma plays in the development of young people
- Demonstrate the use of an equity framework that recognizes the need to strive for health and racial equity in program activities and outcomes
Selection Criteria

Competitive applications will:

- Demonstrate commitment to social justice youth development and asset-based approach to youth engagement
- Demonstrate a comprehensive youth engagement plan that is responsive to the COVID-19 pandemic
- Utilize prevention and education that is tailored and utilizes a stigma-reducing approach
- Use an intersectional approach to health equity through policy, systems and environmental change.
- 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 are 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 my progress and resume later” button if you will not be active in the application (be sure to save the email that is sent to your inbox and to write down the password somewhere).
- Submit the application before the deadline date.
- Write responses to the narrative questions outside of the grants portal, then cut and paste your responses into the appropriate fields.
- As you write responses, track your word count.
Application 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:
  - 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
- Award Announcement
- Funds Available

- September 26 at 1:00 p.m. (Pacific Time)
- October
- Mid-November
Upcoming Webinar

- Thursday, September 15, from 9:30 a.m. to 11 a.m.
  Please register at:
  https://us06web.zoom.us/webinar/register/WN_MV59C6AtT1iF1LI1DEMNRQ
Upcoming Office Hours

- Tuesday, September 20, from 1 p.m. to 2 p.m.  
  Please register at:  
  [https://us06web.zoom.us/meeting/register/tZ0sceiprDwsE9G4X6CCJN8CAcmodN42ACIH](https://us06web.zoom.us/meeting/register/tZ0sceiprDwsE9G4X6CCJN8CAcmodN42ACIH)

- Thursday, September 22, from 10 a.m. to 11 a.m.  
  Please register at:  
  [https://us06web.zoom.us/meeting/register/tZAsf-6ppjLqHtUnW22G8lNNuYZHdJtD71s3](https://us06web.zoom.us/meeting/register/tZAsf-6ppjLqHtUnW22G8lNNuYZHdJtD71s3)
Contacts and Resources

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

Resources:
- Elevate Youth California website: 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