



## Mayors Wellness Campaign Mental Health Initiative

In partnership with the New Jersey League of Municipalities, and funded by Walmart, the Quality Institute's Mayors Wellness Campaign (MWC) is issuing a request for proposals focused on addressing community mental health needs. Programs can address mental health, substance use, and stigma.

### Funding Available

Eligible municipalities can apply for funding amounts of \$10,000, \$15,000, or \$25,000. There will be up to 15 awards totaling \$127,500.

### Eligibility

Eligible applicants must be:

- A New Jersey municipal government agency.
- Part of the Mayors Wellness Campaign (if you are unsure if your municipality is part of the MWC or to sign up, reach out to [jdesimone@njhcqi.org](mailto:jdesimone@njhcqi.org)).
- Only one application per municipality will be accepted.

### Schedule

Technical Assistance Webinar:	July 12, 2023, 10am
Responses Due:	July 31, 2023, 5pm
Award Notification:	August 31, 2023
Contract Period:	September 1, 2023 – August 31, 2024
Public Award Announcement:	November 2023 NJLM Conference
Interim Reports Due:	March 15, 2024
Final Reports Due:	September 16, 2024

### Scope of Work

MWC towns are invited to apply for funding amounts of \$10,000, \$15,000 or \$25,000 to create programming to address mental health, substance use, and/or stigma in their communities. We are particularly interested in mental health initiatives that:

- Use the MWC to plan, development and implement programs,
- Focus on underserved and marginalized populations,
- Provide community education about mental health, substance use, and stigma,
- Promote and increase access to healthy coping strategies in times of stress and crisis,
- Foster a sense of belonging among members of the community,
- Utilize a holistic approach to promote health and wellbeing,

- Increase access to affordable mental health services.

The [MWC Mental Health Toolkit](#) offers some examples of community programming options.

Applicants will respond to the questions below and submit a PDF to [idesimone@njhcqi.org](mailto:idesimone@njhcqi.org) no later than 5pm on July 31, 2023. Late submissions will not be accepted. You will receive an email confirmation that your application was submitted.

Applications should be submitted in single spaced, Times New Roman font size 12 and should not exceed 4 pages in length. Applicants will also submit the budget form provided by the Quality Institute.

Application questions:

1. Name of the municipality:
2. Mailing address:
3. Name of individual responsible for the proposed grant:
4. Request amount (\$10,000, \$15,000 or \$25,000):
5. Project description: Provide an overview of the program.
6. Program goals: Describe the goal of this program.
7. Target population: Describe the intended population for the program.
8. Describe how the program will address the needs of underserved populations in your community.
9. Describe your partners for this program and how you will work with them. Included but not limited to municipal departments, school systems, health systems, providers, community-based organizations.
10. Program activities and projected timeline: Describe the key activities that will be completed to achieve the goal of this program. Provide a general timeline for these activities.
11. Program evaluation: Describe how you will measure success for this program. Include specific evaluations processes and intended outcomes.