
WELCOME!

The webinar will begin shortly





COLORADO
Department of Law
Attorney General Phil Weiser

YOUTH MENTAL HEALTH & WELLBEING CHALLENGE GRANT 2025

APPLICANT WEBINAR
NOVEMBER 12, 2024

HOUSEKEEPING



This presentation is being recorded



All participants are on mute



Enter your questions into the Q/A box



Closed Captioning is available



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- ▶ **Grant Program Overview**
- ▶ **Project Objectives and Priority Areas**
- ▶ **Application Components and Submission Guidance**
- ▶ **RFA Timeline**
- ▶ **Q & A**

AGENDA



2025 Grant Program: Purpose

- Support collaborative, community-driven projects in coordination with Colorado schools
- Focused on increasing protective factors for children and youth
- Goal: to support youth mental health and decrease ENDS use

The DOL will use Custodial Funds authorized by C.R.S. § 24-31-108 et al. to support this grant in accordance with the acceptable uses stated in the settlement with JUUL Labs, Inc. (JUUL)

2025 Grant Program: Overview

Estimated funding period: July 1, 2025 – June 30, 2028

Total Funds available: \$20,000,000

Funding Tiers:

- **Large:** Up to \$2.5 million over three (3) years for projects in a school district, Board of Cooperative Education Services (BOCES), network or collaborative that serves at least 23,000 students.
- **Medium:** Up to \$1.75 million over three (3) years for projects in a school district, BOCES, network or collaborative that serves between 7,500-22,999 students.
- **Small:** Up to \$750,000 over three (3) years for projects in a school district, BOCES, network or collaborative that serves under 7,500 students.

2025 Grant Program: Eligibility

There are three (3) types of eligible applicants for the Challenge Grant:

- 1) Eligible educational institutions
- 2) A community partner **in coordination with** an eligible educational institution
- 3) Coalition of community partners **in coordination with** an eligible educational institution

2025 Grant Program: Eligibility

1) Eligible Educational Institutions



The following Colorado PK-12 educational institutions are eligible to apply for this opportunity individually or in collaboration:

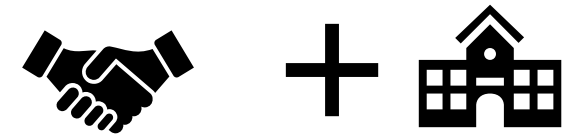
- A School District or group of School Districts
- A Board of Cooperative Educational Services (BOCES)
- A network of Charter Schools (formal or informal)
- An Indian tribe or tribal organization (as such terms are defined in section 4 of the Indian Self-Determination and Education Act (25 U.S.C. 450b)).

Individual schools and charter schools are not eligible to apply on their own but may join other collaborations with an eligible educational institution.

2025 Grant Program: Eligibility

2) A community partner in collaboration with an eligible educational institution*

Community partners include, but are not limited to:



- Community-based organizations
- Foundations
- Non-profit entities
- Government entities including counties & cities
- Universities
- Local health or human service departments
- Other public entities
- Faith-based organizations

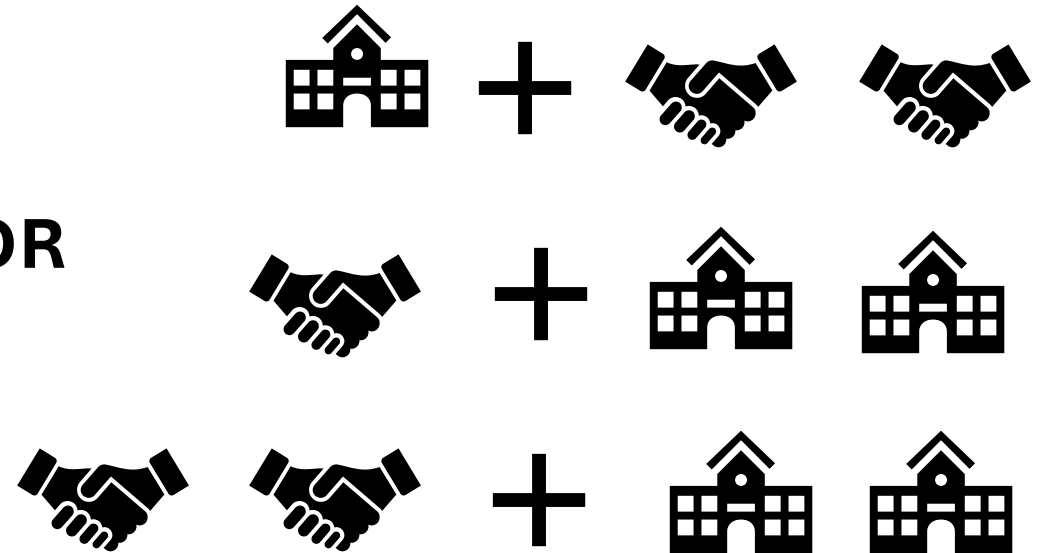
***Memorandum of Understanding (MOU) needed**

2025 Grant Program: Eligibility

3) Coalition of community partners in coordination with one or more eligible educational institutions*

Who will apply?

- Lead eligible educational institution **OR**
- Lead community partner



*Memorandum of Understandings (MOUs) needed

FUNDING OBJECTIVES



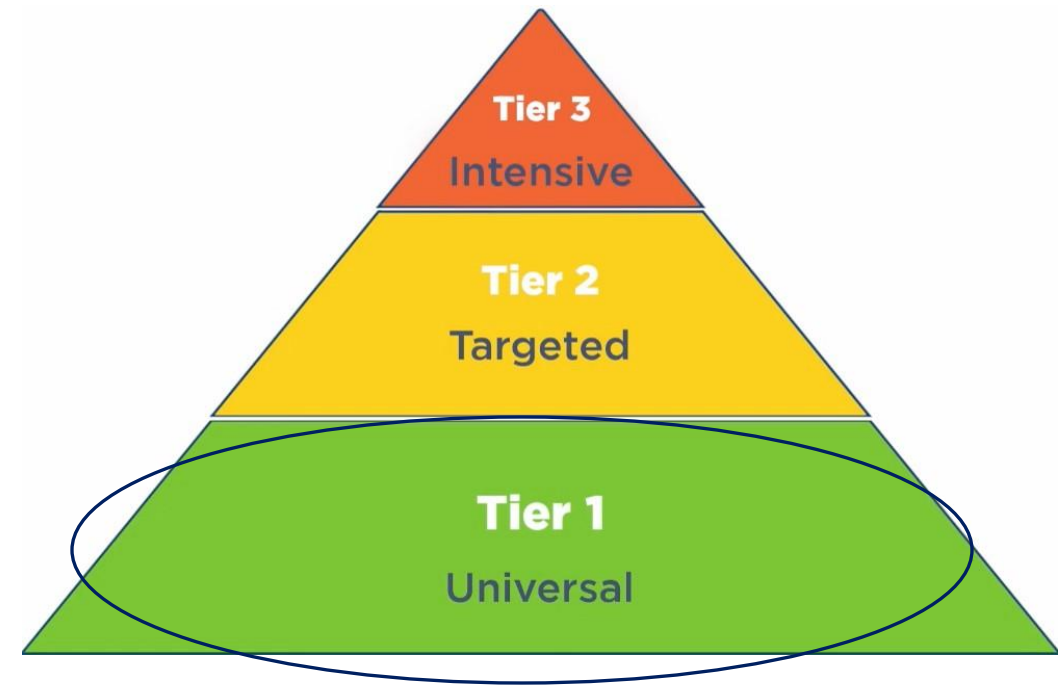
Funds will support entities with programming seeking to serve one or more of the following objectives:

1. Programs that promote healthy peer groups, positive social norms, and school/community connectedness and belonging for youth under age 21.
2. Programs that promote the skills of parents, caregivers, and/or other trusted adults to support youth under age 21.
3. Programs that promote student resiliency, psychological safety, and positive school climate in youth under age 21.



FUNDING OBJECTIVES

- This grant opportunity is targeting Multi-Tiered Systems of Support (MTSS) Tier 1 (universal) interventions and foundational supports.
- Tier 2 (targeted small group supports) and Tier 3 (intensive individual supports) strategies or programs, including individual and group counseling services, will not be prioritized through funds awarded by this RFA.



PRIORITY AREAS



Projects will be prioritized that demonstrate one or more of the following components:

- Projects that demonstrate youth engagement in program planning and/or implementation
- Projects that demonstrate community partnerships
- Projects that have not received prior rounds of JUUL funding (Note: Prior JUUL fund grant recipients are not prohibited from submitting an application.)



DATA COMPONENT

- Applicants must describe at least one (1) baseline data point related to the project's objective and plans to reassess the data point during and at the end of the grant period.
 - Examples in RFA
- If data is not currently available, applicants must commit to collecting a baseline data measure related to the chosen objective(s) within the first six (6) months of the grant period or submit existing data related to the objective(s) with the application.

See RFA LAAA 2025-1: page 8-9



NOTICE OF INTENT TO APPLY

Submit Notice of Intent to Apply by 5 p.m. MST on Friday, November 15, 2024

Brief survey that covers:

- **Organization/eligible educational institution name**
- **Contact information**
- **Objective(s) selected**
- **Funding Tier**

The Intent to Apply is nonbinding and is only used for Department of Law planning purposes.

APPLICATION COMPONENTS

Submission Deadline:
January 15, 2025

Application Form
(fillable PDF provided)

Project Narrative

Budgets: Lead & Subgrantee

Work Plan

MOU (if applicable)

Fiscal Accountability

APPLICATION COMPONENTS

Submission Deadline:

January 15, 2025

Application Form (fillable PDF)

RFA #LAAA 2025*01 ATTACHMENT 1
Application Form

Applicant Details

Application Date:

Name of Applicant:

Applicant EIN:

Mailing Address:

Physical Headquarters Address (if different from mailing address):

If address listed above is not in Colorado, please describe presence in Colorado/ability to serve Colorado consumers:

Website:

Project Director/Principal Representative *(This the main contact for your project.)*

Name:

Title:

Email Address:

Phone Number:

Fiscal Contact (if different)

☐ Same as Project Director

Name:

Title:

Email Address:

Phone Number:

Authorized Signer *(This person should have the authority to sign grant agreements.)*

Name:

Title:

Email Address:

Phone Number:

Project Details

Project Title:

Proposal Overview/Executive Summary (150 word maximum):

RFA #LAAA 2025*01 ATTACHMENT 1
Application Form

Objective(s) Addressed (check all that apply):

☐ Objective 1: Programs that promote healthy peer groups, positive social norms, and school/community connectedness and belonging for youth under age 21.

☐ Objective 2: Programs that promote the skills of parents, caregivers, and/or other trusted adults to support youth under age 21.

☐ Objective 3: Programs that promote student resiliency, psychological safety, and positive school climate in youth under age 21.

Target geographic region:

Student Population: Indicate how many students are enrolled in the school district(s), BOCES, network or collaborative served by the project. **Check one box only:**

☐ Large: 23,000 students or more

☐ Medium: 7,500 to 22,999 students

☐ Small: Fewer than 7,500 students

Total amount requested: \$

Year 1:

Year 2:

Year 3:

Current annual operating budget (not applicable for eligible education institutions):

Partner Organizations (include only organizations that are listed as subgrantees in budget):

By signing below, I certify that the information contained in this application is true and correct to the best of my knowledge.

Signature of Applicant Date

APPLICATION COMPONENTS

Submission Deadline:

January 15, 2025

Project Narrative

- Describe how your project will meet the objectives of the RFA.
- 3,000 suggested word maximum.
- Use provided section headings in the RFA to organize your narrative.
- Write to a general audience; define special terms.
- Not graded on quality of writing

See RFA LAAA 2025-1: pages 6-9

APPLICATION COMPONENTS

Submission Deadline:

January 15, 2025

Budgets: Lead and Subgrantee

- Use template(s) provided.
- Complete Summary information, Year 1, Year 2, and Year 3 tabs. Budget can vary from year to year.
- Please do not change formulas unless necessary and with explanation.
- Subgrantee Budget - additional budgets to detail subgrantee amounts listed in lead applicant budget

See RFA LAAA 2025-1: pages 9-10

APPLICATION COMPONENTS

Submission Deadline:

January 15, 2025

Work Plan (Excel template)

- Use template provided.
- Use the form as it fits your proposed project; you do NOT need to use all fields.
- Select RFA Objective(s) and identify data
- Goals and objectives should be SMART: Specific, Measurable, Achievable, Realistic, and Timely.
- Work plan should clearly align with budget.

See RFA LAAA 2025-1: pages 10-11

APPLICATION COMPONENTS

Submission Deadline:

January 15, 2025



MOU (*if applicable*)

MOU between parties must include the following:

- Purpose of the MOU.
- Responsibilities of the parties, including financial disbursement arrangements between parties. Note, DOL will only provide grant funds to the single, lead organization identified in an MOU.
- A final, signed MOU will be required for the final grant agreement if awarded. Signatures are not required for the draft MOU submitted with the grant application.

APPLICATION COMPONENTS

Submission Deadline:

January 15, 2025

Fiscal Accountability

- **Lead Community Partner** (*not applicable to applicants who are an eligible education institution*): Certificate of Good Standing from the Colorado Secretary of State
- **Non-profit organizations only:** Documentation of IRS tax exempt status, such as 501(c)(3) determination letter, or description of the reason that the applicant does not have federal tax-exempt status.

The DOL reserves the right to request audited profit and loss statements or additional financial documents at no additional cost to the DOL.

How to Apply



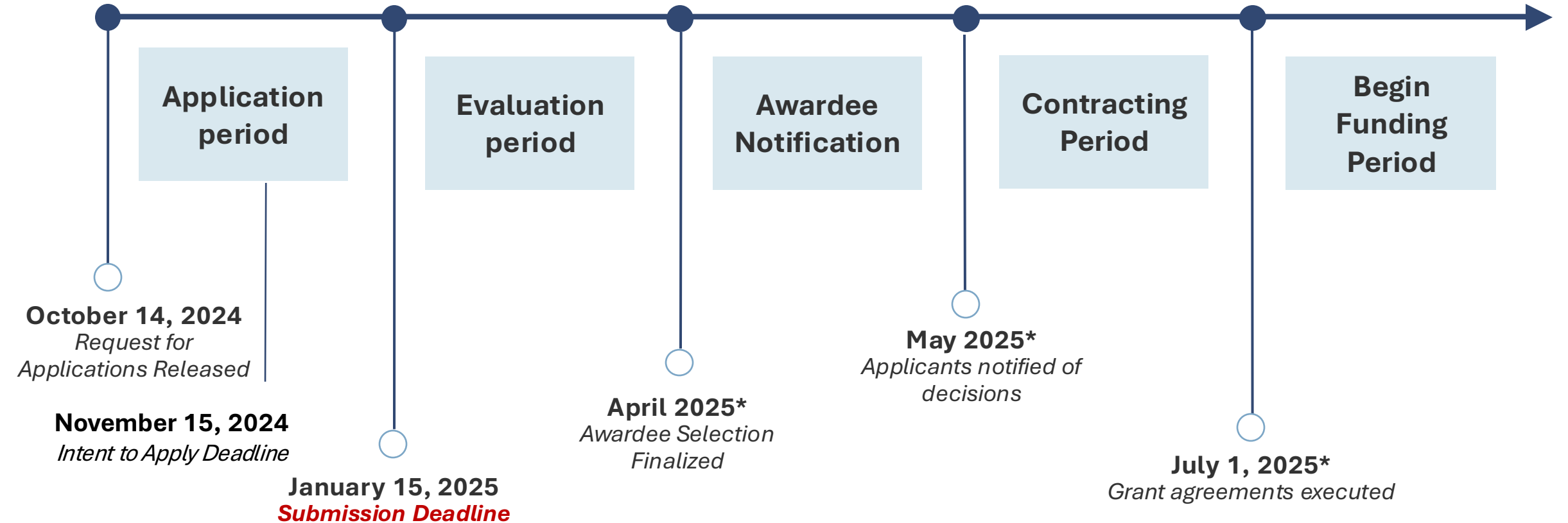
- Please keep individual file names short
- Combine the Application Components into a zip folder
- Zip folder name should include the following title: **RFA LAAA 2025*01_Youth Mental Health & Wellbeing Challenge Grant_[*APPLICANT'S NAME]**
- Email the zip folder to:
MBT__R.dovkl8xjntdxm65p@u.box.com no later than 11:59 p.m. MST on January 15, 2025
- You should receive an automated confirmation

See RFA LAAA 2025-1: pages 11-13

EVALUATION CRITERIA

- Strength of project concept and implementation plan
- Youth Voice & Equity
- Collaboration
- Organizational capacity
- Project Resiliency
- Performance Measures

Program Timeline



****Some dates are subject to change***



QUESTIONS

- Please send questions to procurement@coag.gov
- All questions & answers will be posted to the DOL website later (will be anonymized)

THANK YOU!



Colorado Department of Law

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