

## How Behavioral Health Organizations Can Strategically Leverage Public & Private Grants

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[www.healthmanagement.com](http://www.healthmanagement.com)  
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## ■ Welcome & Introductions



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## ■ Today's Discussion

Welcome & Introductions



Remaining Mission Oriented while Considering Funding Opportunities and Growth Strategies

BH System Evolution & Drivers of Growth

Grant Opportunities for BH Organizations & Strategies for Success

- Public Funding Sources
- Private Funding Sources

Questions & Discussion

- As questions arise, please put them in the Zoom chat box

*But first, a poll!*

**REMAINING MISSION  
ORIENTED WHILE  
CONSIDERING FUNDING  
OPPORTUNITIES AND  
GROWTH STRATEGIES**

## ■ Identifying the Right Grant Opportunities

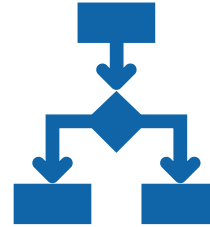


### Why Apply for Grants?

Allows your agency to better meet evolving community needs

Enhances resources available to better support your community

Supports you to 'seed' infrastructure development for innovative programs and initiatives that can help prepare you for larger systems-wide changes



### However, Be Mindful when Applying

Every grant comes with its own “cost” (e.g., time, start up costs, requirements)

Risk of ‘chasing funds,’ which can shift you away from your mission in unintended ways

Need a solid track record for program operations and experience

## ■ Many Types of Grant Makers

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- Private Funders:
  - Independent Foundations
  - Corporate Foundations
  - Community/Public Foundations
  - Family Foundations
  
- Government Grants:
  - Local
    - Discretionary
  - State
  - Federal

## ■ How Do I know If My Program/ Organization Is Interesting To Funders?

- Scan the funding landscape:
  - Who funds in my area of interest?
  - Who funds in my geographic area?
  - Who will provide the type of support I need?
  - Are there enough prospects to fund the program?
- Refine or qualify grants prospects:
  - Has the grant maker funded organizations like mine?
  - How much does the grant maker give to organizations like mine?

## Government Grant Funder Trends in Behavioral Health

### Common Government-Funded Program Areas:

Certified Community Behavioral Health Clinics

Workforce Development

- Healthcare workforce training, residencies, retention and retraining

Health and behavioral health integration

Transportation

Suicide Prevention

Intensive community treatment teams and crisis response

- Assertive Community Treatment
- Home Based Crisis Intervention
- Mobile Crisis

Trauma treatment (individual and community)

Infant, early childhood and adolescent mental health

Substance use prevention and harm reduction

- Opioid overdose prevention and response
- Psychostimulant prevention

HIV prevention and treatment

Homeless outreach

Support for rural communities



## ■ Foundation Grant Funder Trends in Behavioral Health

### ■ Considerations for Foundation Funders:

#### Social Determinants of Health

- Access to care
- Integrated care
- Youth and family development
- Nutrition
- Housing
- Maternal health

#### Strong outcomes

- Leverage existing government-funded programs

#### Infrastructure enhancement and development

- Electronic health records
- Evaluation design and data collection

#### Planning Grants

- Novel and innovative models
- Value-based care
- Sharing findings with IPAs or similar licensed providers in the same state or region

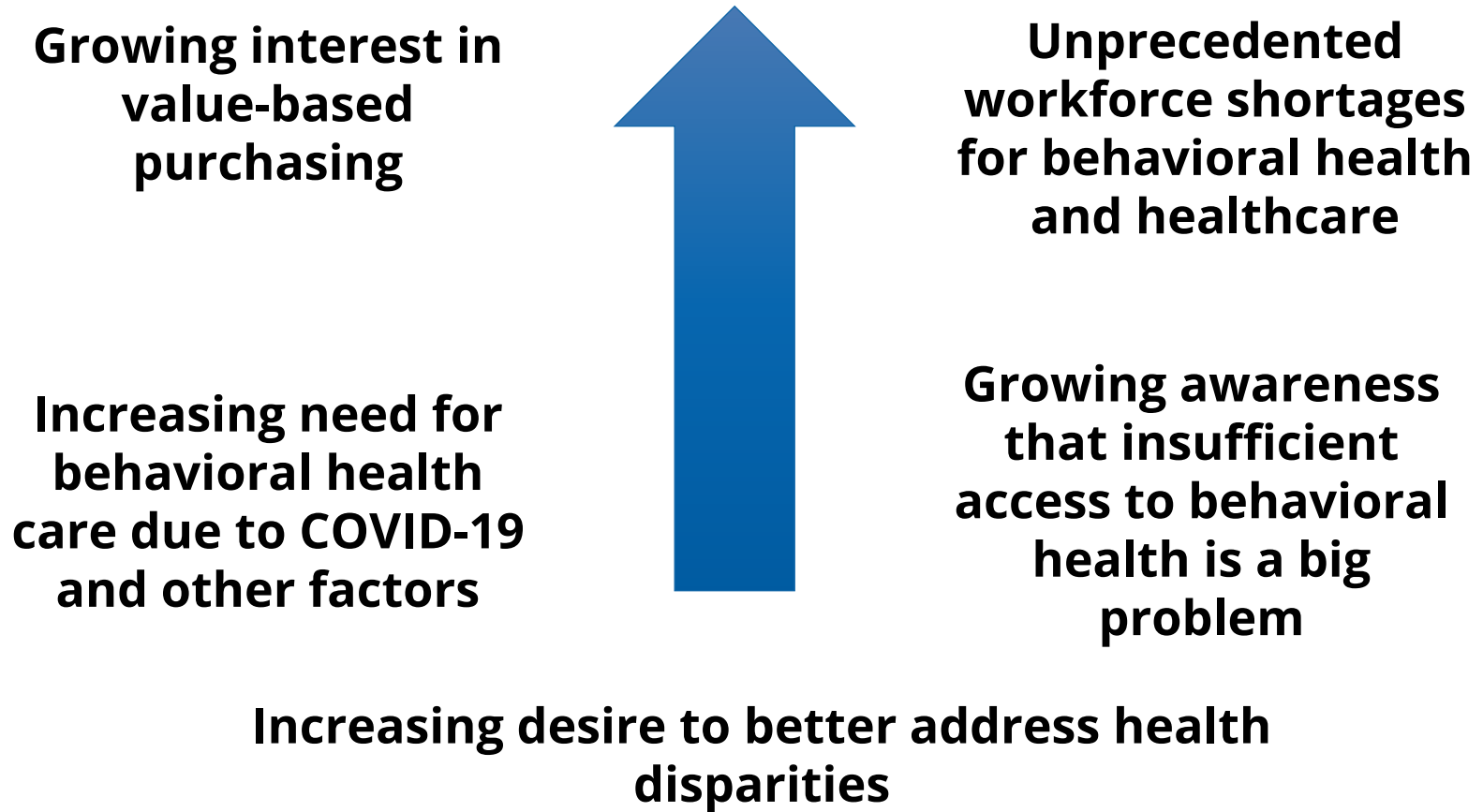
## ■ Investing in a Strong Grants Fundraising and Management Program

- Foundation/corporate grants fundraising requires a long game
  - With the right approach and strategy, your grant dollars will cumulate year after year
  - Reapproach Foundations and other Grantors who reject you year after year
- Align strategic program development decisions with the funding landscape
- Identify the strongest program priorities and stick to them!
- Prioritize your strongest prospects
- Implement strong cultivation strategies
  - Relationship mapping
  - Strong Board and Executive team engagement



# **BH SYSTEM EVOLUTION & DRIVERS OF GROWTH**

## **Delivery System Trends Leading to Increased Investments in Community-based Behavioral Health**

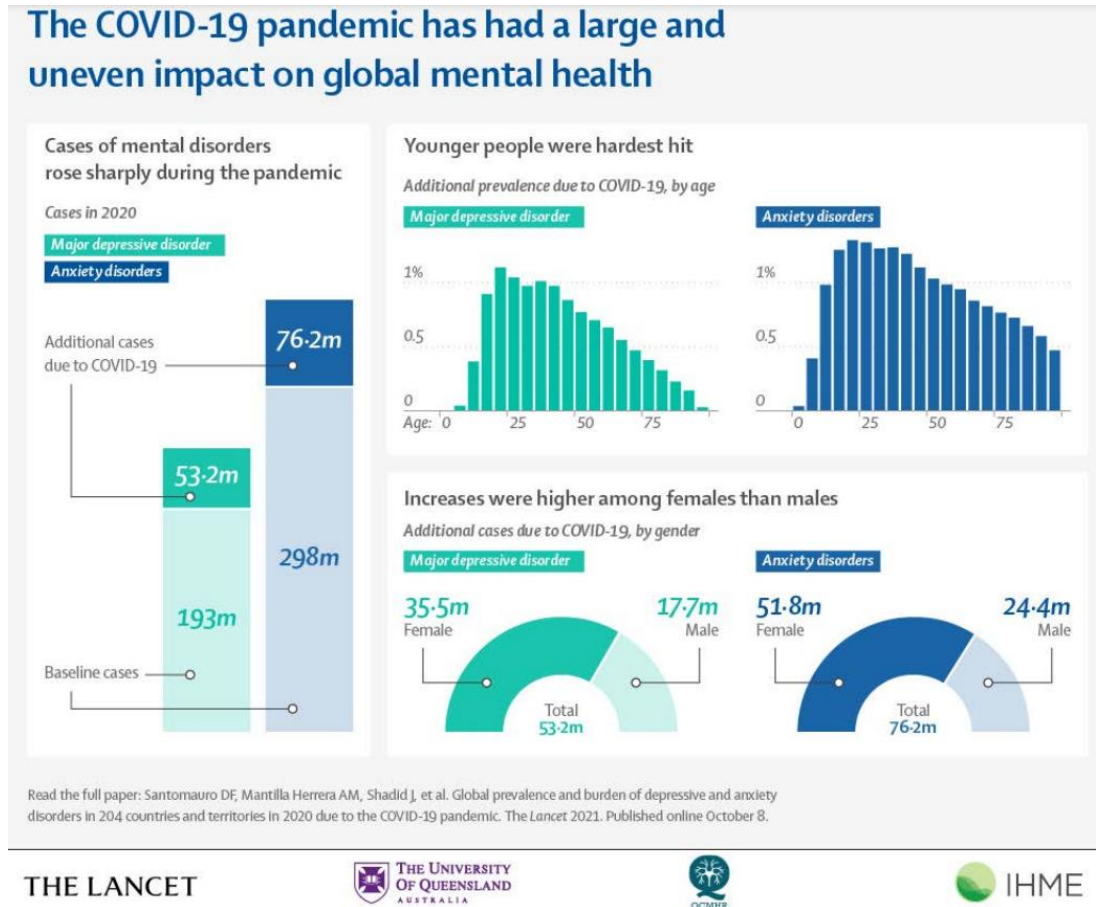


## ■ Behavioral Health Needs are Continuing to Increase Across the U.S.

- Even before 2020, behavioral health conditions were the leading causes of disease burden in the U.S.<sup>(1)</sup>
- According to NAMI<sup>(2)</sup>:
  - One in five (21%) of U.S. adults experience mental illness (**52.9 million people**).
  - One in 20 (5.6%) of U.S. adults experience serious mental illness (**14.2 million people**).
  - 16.5% of U.S. youth aged 6-17 experience a mental health disorder (**7.7 million people**)
  - 6.7% of U.S. adults experience a co-occurring substance use disorder and mental illness (**17 million people**)

# Behavioral Health Needs are Continuing to Increase Across the U.S.

- A study published in 2021 estimated that the pandemic had led to an additional 53.2 million cases of major depressive disorder and 76.2 million cases of anxiety disorder globally <sup>(1)</sup>

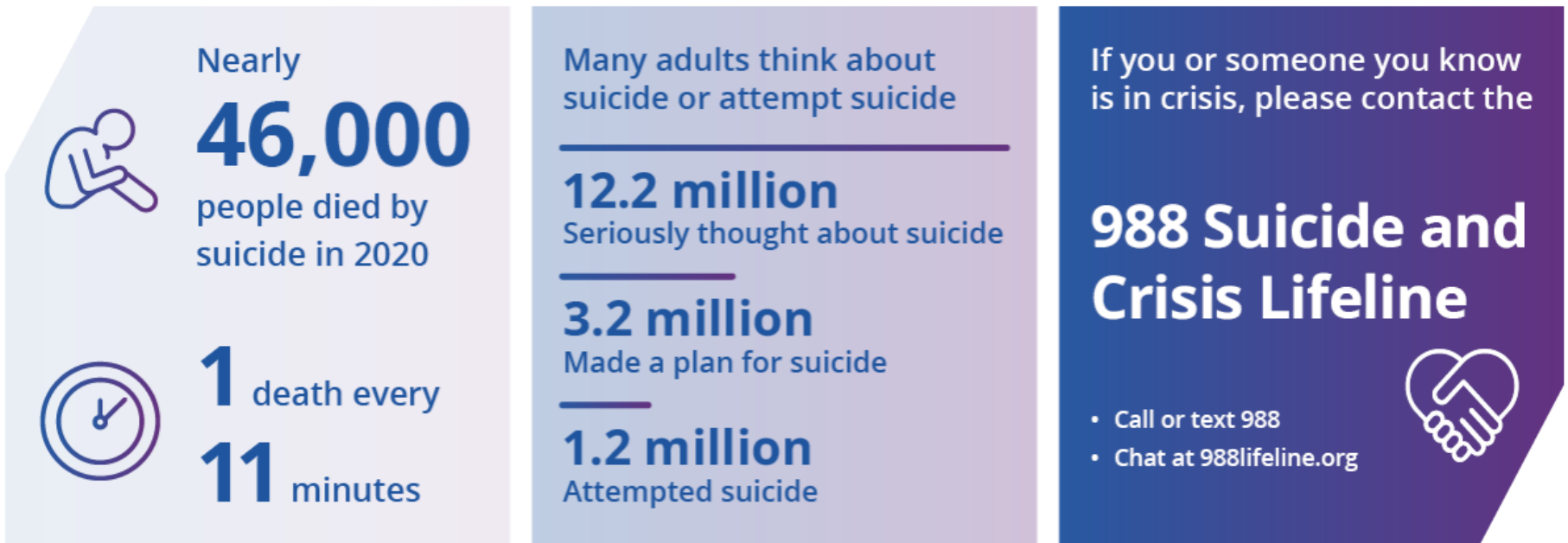


Source: The Lancet. (2021). Global prevalence and burden of depressive and anxiety disorders in 204 countries and territories in 2020 due to the COVID-19 pandemic.

[https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(21\)02143-7/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(21)02143-7/fulltext)

# Behavioral Health Needs are Continuing to Increase Across the U.S.

Suicide is a leading cause of death in the United States, with 45,979 deaths in 2020.<sup>(3)</sup>



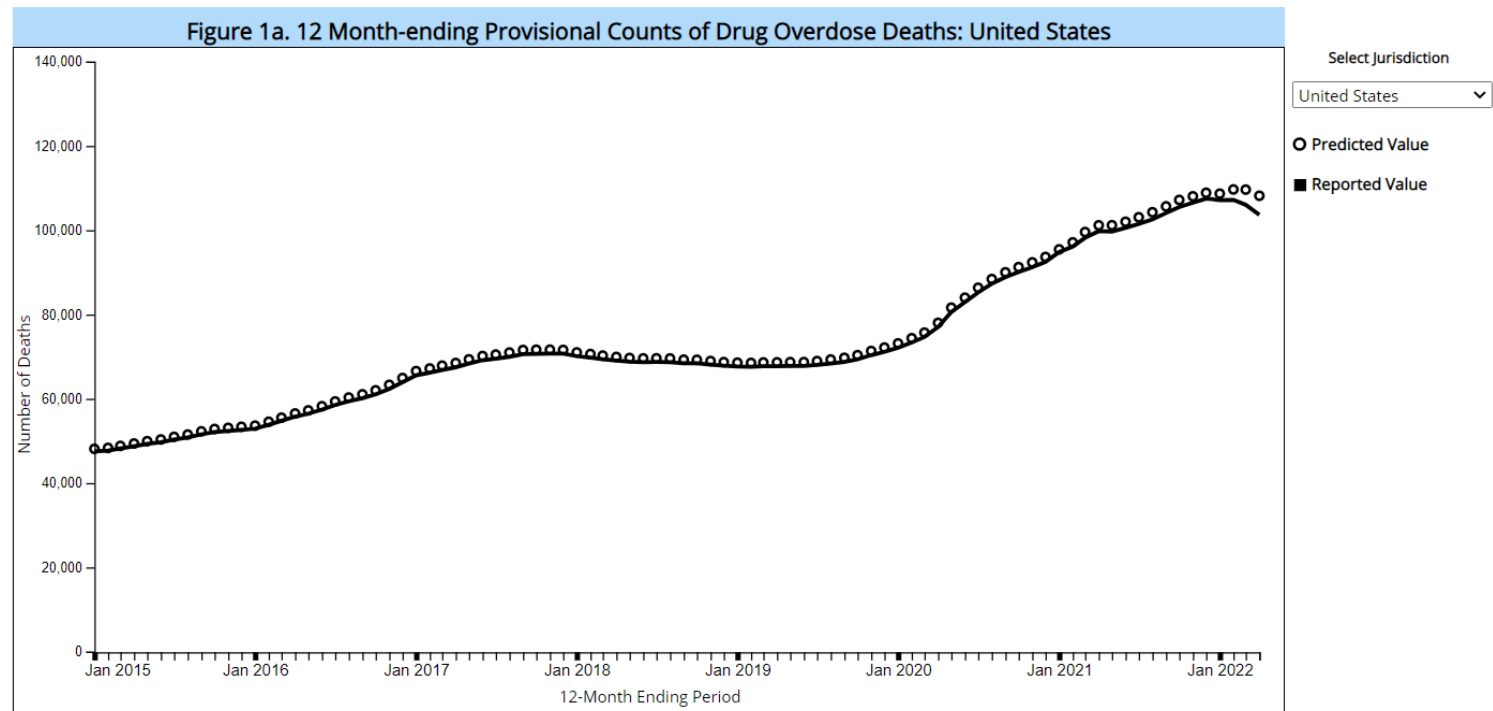
Source: CDC. (2022). *Facts About Suicide*. <https://www.cdc.gov/suicide/facts/index.html>

## Behavioral Health Needs are Continuing to Increase Across the U.S.

- This past year, drug overdose deaths exceeded 100,000 for the first time ever in a 12-month period <sup>(4)</sup>

### 12 Month-ending Provisional Number and Percent Change of Drug Overdose Deaths

Based on data available for analysis on: September 04, 2022



Source: CDC National Center for Health Statistics (2022). Provisional Drug Overdose Death Counts.  
<https://www.cdc.gov/nchs/nvss/vsrr/drug-overdose-data.htm>



## ■ However, Access to Treatment is Not Sufficient to Meet these Growing Needs

- Only<sup>(2)</sup>:
  - 46.2% of U.S. adults with mental illness received treatment in 2020
  - 64.5% of U.S. adults with serious mental illness received treatment in 2020
  - 50.6% of U.S. youth aged 6-17 with a mental health disorder received treatment in 2016
- The average delay between onset of mental illness symptoms and treatment is **11 years**.<sup>(2)</sup>

# Significant Inequities Exist in Treatment Access and Outcomes

- While all individuals with a behavioral health condition can face fragmented or unavailable services, high costs, and social stigma, it is particularly difficult for people of color to receive adequate and culturally appropriate treatment.<sup>(5)</sup>
- Annual treatment rates among U.S. adults with any mental illness vary significantly by demographic group <sup>(2)</sup>
  - Asian: 20.8%
  - Hispanic or Latino: 35.1%
  - Black or African-American: 37.1%
  - White: 51.8%
- Black and Hispanic children are about 14% less likely than White youth to receive treatment for their depression.<sup>(6)</sup>

*Source: MHA. (2020). Addressing The Youth Mental Health Crisis: The Urgent Need For More Education, Services, And Supports.*  
<https://mhanational.org/addressing-youth-mental-health-crisis-urgent-need-more-education-services-and-supports>

## Racial Disparities in Mental Health Treatment

Groups report feeling that they would have received better mental health care if they were a different race or ethnicity.



15%  
African -  
Americans



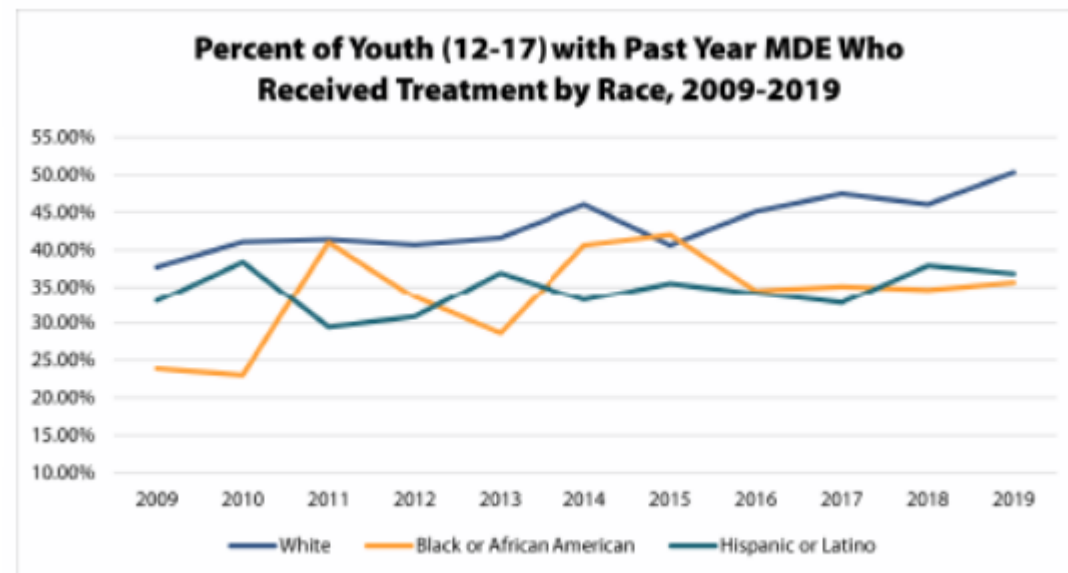
13%  
Latinos



11%  
Asian-  
Americans

*Source: Simmons University. (2022). Racial Disparities in Mental Health Treatment.*

<https://online.simmons.edu/blog/racial-disparities-in-mental-health-treatment/>



## ■ VALUE BASED CARE

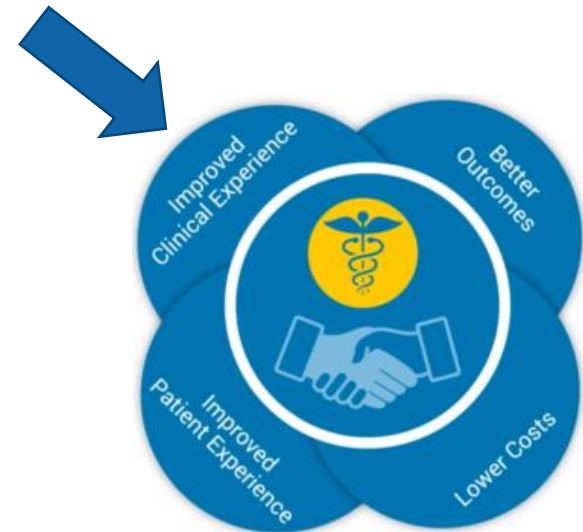
+ Value-Based Payment (VBP) is an emerging type of payment approach that:

+ **Pays for value**

- + Better care
- + Better outcomes
- + Reduced costs

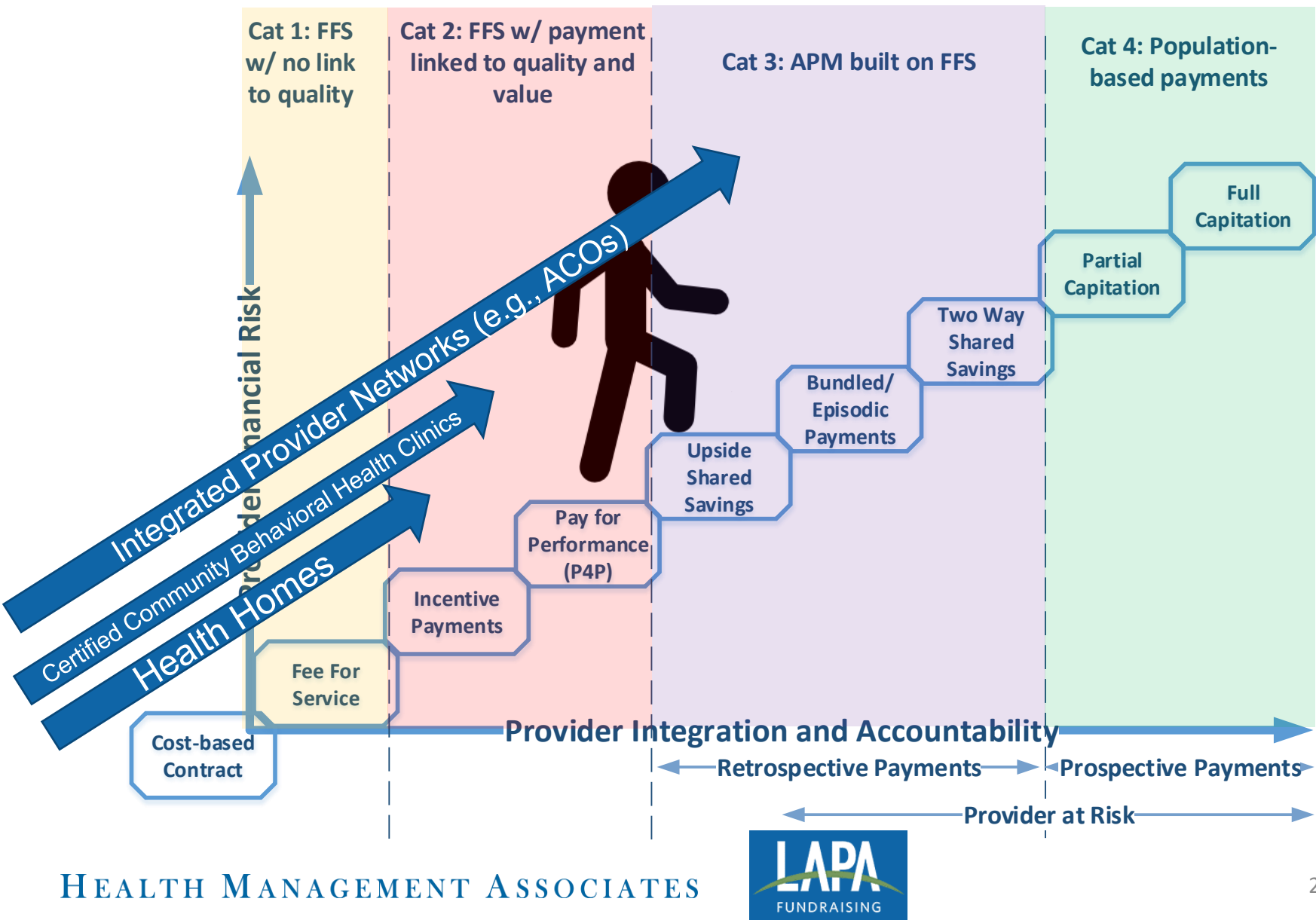
+ **Instead of paying for volume**

- + Visits
- + Procedures



VBP will increasingly become the dominant payment method for health care providers, including from Medicare, Medicaid, and commercial payers

## VALUE BASED CARE



## ■ VBP ADVANTAGES PROVIDERS WITH CERTAIN CHARACTERISTICS



**Strategic pursuit of grant funding can help agencies build capacity related these core competencies, as well as help to address significant system capacity issues related to access to care and disparities.**




# **STRATEGIES FOR GRANT APPLICATION SUCCESS**

## Regardless of The Funder...Where to Begin

- Start with a needs/gap assessment
  - For your community
  - For your organization
  - Related to local and federal systems changes/drivers
- Then start your research:

Funder	Funder Type	Relevant Priority Area(s)	Description	RFP Deadlines/Release Date?	Link for More Information
Bank of America	Corporation	Nonprofit Grant Funding or Sponsorships for an Event. Delaware is one of their geographic focus areas	In 2022, the Bank of America Charitable Foundation will issue two requests for proposals (RFPs) on the priority focus area of economic mobility: (1) Economic Mobility focused on needs of individuals and families (workforce development & education and basic needs) Applications accepted 1/24/2022 – 2/18/2022 More details (2) Economic Mobility focused on needs of community (affordable housing, small business, neighborhood revitalization) Applications accepted: 5/30/2022 – 6/24/2022 In addition to grant funding, they would like to know what volunteer opportunities agencies have available related to your grant request (including the ability for us to provide financial education/coaching), as BOA employees are interested in volunteering at their highest levels of contribution. They are very interested in skills-based opportunities, as they allow us to offer you our most competitive asset – our talent.	Organizations can apply online at <a href="http://www.bankofamerica.com/foundation">www.bankofamerica.com/foundation</a> by selecting Apply for a Grant. Will fund an organization no more than once in a calendar year.	<a href="https://about.bankofamerica.com/en-us/what-guides-us/find-grants-sponsorships.html?cm_mmc=EB2-Enterprise&amp;rand_vanity=EB01VW009A_Foundation--NA#fbid=SKMAKofV228">https://about.bankofamerica.com/en-us/what-guides-us/find-grants-sponsorships.html?cm_mmc=EB2-Enterprise&amp;rand_vanity=EB01VW009A_Foundation--NA#fbid=SKMAKofV228</a>
Delaware Community Foundation	Foundation	Overall DCF manages a whole number of other grants focused on particular areas and issues impacting the health and wellbeing of Delawareans. Money in the Fund must be used for activities in 1 or more of the following categories: (1) Opioid addiction prevention. (2) The following opioid addiction services: a. Inpatient and outpatient treatment programs and facilities, including short-term and long-term residential treatment programs and sober living facilities. b. Services relating to treating substance use disorder for the under-insured and uninsured. c. Emergency assistance relating to prescription opioids, including purchasing pharmaceuticals used to reverse the effect of an opioid	Overseen by the statewide commission. The commission is expected to meet again in March, and then quarterly after that. Members will begin developing subcommittees to help create recommendations that will be reviewed by the Behavioral Health Consortium.	New Grant Cycles opening in Spring of 2022 through January of 2023 The Secretary of the Department of Health and Social Services shall allocate the money in this Fund by awarding grants and entering into contracts. Before allocating money in this Fund, the Secretary shall review any recommendations provided by January 1 of the most recent calendar year from the Behavioral Health Consortium, Addiction Action Committee, and the Overdose System of Care Committee.	<a href="https://www.delcfd.org/grants/">https://www.delcfd.org/grants/</a>
Delaware Opioid Settlement Dollars				Effective June 27, 2016, DuPont moved to an invitation-only grant application process. You may contact their Corporate Philanthropy and Education group by email at this address to inquire about	For more information: <a href="http://www.dupont.com/corporate-functions/sustainability/outreach/corporate-giving.html">http://www.dupont.com/corporate-functions/sustainability/outreach/corporate-giving.html</a>
The DuPont Foundation	Foundation		At a time of unprecedented human need, the people and companies of DuPont are stepping up around the world to help the most vulnerable and support the organizations who are delivering this essential care with equipment, grant funding, and, when safe, volunteers. In our hometown of Wilmington, Delaware, this commitment to the community remains strong as ever.		
Healthy Communities Delaware Multi-Year Collaboration for Thriving Communities		We are currently working with nine communities and are looking for new community partnerships who are committed to collaboratively strengthening the vital conditions/social determinants of health that all people and communities need to thrive—humane housing, lifelong learning, a thriving natural environment, meaningful work and wealth, basic needs for health and safety, reliable transportation, a sense of belonging and civic muscle.	This long-term support and investment are intended to foster new or support existing place-based collaborations in the Delaware communities experiencing the greatest inequities, with the long-term goal that all people and places in Delaware are thriving—no exceptions. Up to a total of \$350,000 will be available from Healthy Communities Delaware. HCD may fund part or all of a request. Deadline: APRIL 30, 2022 This Call is designed to support existing or foster new place-based collaborations with representation from residents. Applications from a community must demonstrate either (1) current collaboration among residents and organizations working within a community, or (2) a plan to bring together residents and community-based organizations where that work has not yet been done. In addition to residents, collaborations may include community-based organizations, community coalitions, civic associations, faith-based organizations, schools, etc. Multiple organizations from a given community are encouraged to propose a unified application. Funding can go to multiple organizations to conduct their part of the collaborative work. Applicants should have 501(c)(3) status, or an organization that acts as a fiscal agent.		For more information: <a href="https://img1.wsimg.com/blobby/go/34910a80-69b3-4c18-9d06-c54ab5badb71/downloads/Call%20for%20Interest%201.13.22.pdf?ver=1645114256189">https://img1.wsimg.com/blobby/go/34910a80-69b3-4c18-9d06-c54ab5badb71/downloads/Call%20for%20Interest%201.13.22.pdf?ver=1645114256189</a>

• For each opportunity, consider:



Eligibility/Limitations	<ul style="list-style-type: none"> <li>▪ Nonprofit versus for profit</li> <li>▪ Number of years of experience</li> </ul>
Grant Alignment with your agency and target population needs	<ul style="list-style-type: none"> <li>• Funder Fields of Interest</li> <li>• Grant Purpose/Activities</li> <li>• Geographic Focus</li> <li>• Type and Amount of Support Offered</li> </ul>
The Application process	<ul style="list-style-type: none"> <li>• Level of effort needed to apply</li> </ul>
Consider ongoing obligations	<ul style="list-style-type: none"> <li>• Deliverables, reporting</li> </ul>



## ■ Go/No Go Decision: Identify the Need

### Who Will You Serve and Where Will Your Impact Occur?

- Identify target population and level of need/ demand
  - Will this impact patients and community members in a meaningful way?
  - Is the target population underserved? Identify with data:
    - Federal data sources
    - Local data sources
    - Agency data
- Does this align with healthcare reform policy?
  - Can funds help to fill a gap between your agency's 'current state' and system evolution
- Does this meet a need for payers?
- Will this move the needle on an issue or community need?
- Is this an opportunity to expand services or numbers served?

## ■ Go/No Go Decision: Organization Impact

- Fit with strategic objectives
- Fit with current programs/ planned activities
- Competencies required vs. organization competencies
- For financial impact, consider:
  - ROI
  - What you already do that you can leverage to support the program/clients served
  - What you need that is un/under-funded today
  - How you might sustain what you build beyond the grant-funded period. Potential to attract other funding like managed care payers, private fundraising
  - How expensive is overhead, new staff, and start-up costs

## ■ Go/No Go Decision: Your Organization's Capacity

- Does staff have the expertise?
- Are existing staff committed? Is there a program champion?
- Are external partners capable of meeting the requirements?
- Is additional space, equipment or software needed?
- Can the program deliver and track program outcomes?

What sets your agency apart from that of other organizations doing similar work?

How does your work affect your communities and populations today?

How can you most effectively illustrate your agency's value to this grant maker based on their expressed priorities?

## What to Expect: Government Grants

- Most government funders issue a competitive Request for Proposal for grants
- Many require pre-registrations in various systems before you can apply
- For example, federal grants may require you to have:

D-U-N-S Number:  
<https://fedgov.dnb.com/webform/>

Unique Entity Identifier (UEI) & System for Award Management (SAM):  
<https://sam.gov/content/home>

Grants.gov:  
<https://www.grants.gov/web/grants/applicants/organization-registration.html>

Apply

- When possible, review the funder's website or a prior RFP to inform your understanding of needed registrations and application content

## ■ How to Identify Government Grant Opportunities

- Grants.gov allows applicants to ‘subscribe’ to receive updates on forecasted opportunities
- You can also get a sense of system-wide priorities by reviewing federal, state, and local briefs, needs assessments, and strategy documents that are often released around this time.
  - For example, HHS recently published a [Roadmap for Behavioral Health Integration](#) that sets out to:
    - Strengthen BH System Capacity by developing a diverse workforce prepared to practice in integrated settings and investing in infrastructure for integrated care
    - Connect Americans to Care by leveraging health financing arrangements, including efforts to fully realize the potential of parity
    - Support Americans by Creating Healthy Environments through investments in behavioral health promotion, upstream prevention, and recovery
- For some funders, like SAMHSA, they also put RFP forecasts on their website:
  - <https://www.samhsa.gov/grants/grant-announcements-2022/fy-2023-nofo-forecasts>

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## ■ How to Identify Government Grant Opportunities

### ■ SAMHSA's FY23 NOFO Forecasts include but are not limited to:

#### Opportunities to build integrated care capacity:

- Promoting Integration of Primary and Behavioral Health Care Program
- Assertive Community Treatment (ACT) Grant Program

#### Opportunities to better serve Children, Youth, and Young Adults:

- Healthy Transitions: Improving Life Trajectories for Youth and Young Adults with Serious Mental Disorders Program
- National Child Traumatic Stress Initiative – Category III, Community Treatment and Services (CTS) Centers
- Grants for Expansion and Sustainability of the Comprehensive Community Mental Health Services for Children with Serious Emotional Disturbances (System of Care SOC Expansion and Sustainability Grants)

#### Opportunities to support individuals living with SUD:

- Improving Access to Overdose Treatment (OD Treatment Access)
- Medication-Assisted Treatment – Prescription Drug and Opioid Addiction Grant Program
- Minority AIDS Initiative: Substance Use Disorder Treatment for Racial/Ethnic Minority Populations at High Risk for HIV/AIDS

#### Opportunities to strengthen linkages between MH and Educational Systems:

- Project AWARE (Advancing Wellness and Resiliency in Education) Program

#### Opportunities to address Social Determinants of Health-related needs:

- Transforming Lives Through Supported Employment Program
- Grants for the Benefit of Homeless Individuals

#### Opportunities to Serve Special Populations:

- Treatment for Individuals with Serious Mental Illness, Serious Emotional Disturbance or Co-Occurring Disorders Experiencing Homelessness Program
- Services Grant Program for Residential Treatment for Pregnant and Postpartum Women

*Many of these are programs that have been funded in the past, so you can review eligibility, requirements, grant amounts, and previous awardees from prior rounds*

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## ■ What to Expect: Government Grants

- Some funders share information with potential applicants that can support you to prepare
  - For example: <https://www.samhsa.gov/grants/grants-training-materials>
- Most government grants have teams of reviewers (sometimes external) who review each application with a direct eye toward the Review Criteria
  - Therefore, in addition to answering each question, make sure you are clearly incorporating your response to the Review Criteria (if included in separate sections)
  - A comprehensive pre-draft outline can be helpful

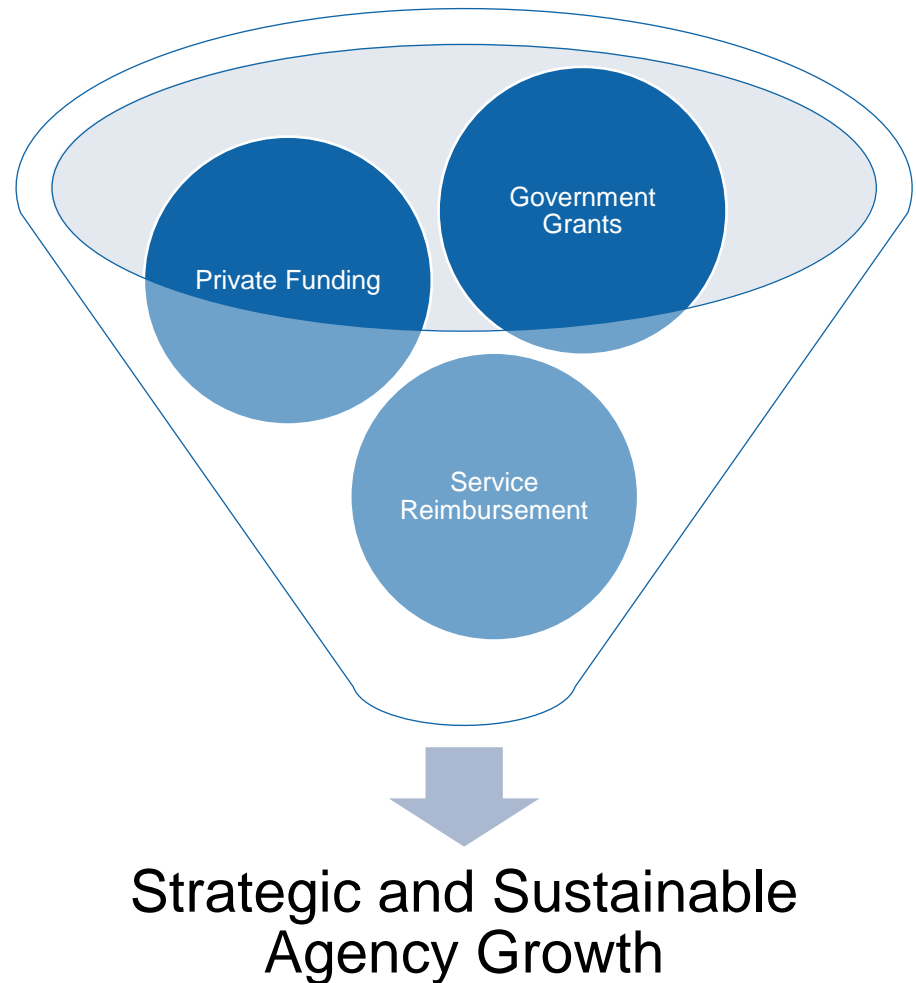
## ■ What to Expect: Private Grants


- Some foundation funders share public information with potential applicants that can support you to prepare
  - For example: <https://www.vanamfound.org/>
  - You will need to connect with the foundation to learn about their current funding priorities and interest which may differ than what is listed on their website
- Some independent foundations have set annual Board dates where Board members and staff review viable proposals and make determinations for funding.
- Other foundations (such as donor-advised funds and family foundations) make determinations based on donor interest
- All types of foundations require constant cultivation and strong proposals



## ■ As a result of Mindful Grant Seeking and Strategic Preparation...

- This type of strategic funding decision-making and preparation will:
  - Help you be more successful in your applications to attain funding
    - Better outcomes for time invested
  - Support your agency to move toward its overall goals related to services for your community, agency infrastructure, and systems-change





# **QUESTIONS & DISCUSSION**

## ■ Contact Us



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*Thank you!*

## Citations

- (1) The Lancet. (2021). Global prevalence and burden of depressive and anxiety disorders in 204 countries and territories in 2020 due to the COVID-19 pandemic. [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(21\)02143-7/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(21)02143-7/fulltext)
- (2) NAMI. (2022). Mental Health by the Numbers. <https://www.nami.org/mhstats>
- (3) CDC. (2022). Facts About Suicide. <https://www.cdc.gov/suicide/facts/index.html>
- (4) CDC National Center for Health Statistics (2022). Provisional Drug Overdose Death Counts. <https://www.cdc.gov/nchs/nvss/vsrr/drug-overdose-data.htm>
- (5) Simmons University. (2022). Racial Disparities in Mental Health Treatment. <https://online.simmons.edu/blog/racial-disparities-in-mental-health-treatment/>
- (6) MHA. (2020). Addressing The Youth Mental Health Crisis: The Urgent Need For More Education, Services, And Supports. <https://mhanational.org/addressing-youth-mental-health-crisis-urgent-need-more-education-services-and-supports>