Request for Applications

Mental Health Communications Partnerships with CDC Foundation

Date Issued: 12/22/23
Date Response Due: 01/19/24 (Updated)

CDC FOUNDATION CONTACT
Jessica Kelly (Biser), MPH
Emergency Response Program Manager
jkelly@cdcfoundation.org
About the CDC Foundation
The CDC Foundation is an independent nonprofit and the sole entity created by Congress to mobilize philanthropic and private-sector resources to support the Centers for Disease Control and Prevention’s (CDC) critical health protection work. We are a catalyst for unleashing the power of collaboration between CDC and philanthropies, private entities and individuals to protect the health, safety and security of America and the world. The government has unique capacities as well as limitations. The same is true for the private and philanthropic sectors. We believe that people, groups, and organizations have greater positive impact and can accomplish more collectively than individually. By aligning diverse interests and resources and leveraging all parties’ strengths, our focused collaborations with private and philanthropic partners help create greater impact than any one entity can alone. Over the past two decades, thanks to our donors, we have launched more than 1,000 health protection programs and raised over $1 billion to support CDC’s work. To keep people healthy, safe, and secure, we managed hundreds of CDC-led programs in the United States and in more than 140 countries.

SUMMARY OF REQUEST
The CDC Foundation is accepting applications for partners to promote How Right Now, a mental health communications campaign. The selected organizations will receive mini-grants to disseminate mental health communications materials to the current target audience of the campaign, public school K-12 teachers, administrators, and school staff.

A. BACKGROUND AND NEED
How Right Now (HRN) is a mental health communications campaign focusing on public school K-12 teachers and school staff. Teachers and school staff are experiencing epidemic levels of stress, burnout and grief due to the COVID-19 pandemic and its after-effects. Teachers and school staff have been particularly impacted by the pandemic given the heightened focus on school settings and evolving mitigation strategies to protect school community members. How Right Now, CDC Foundation’s award winning, evidence-based campaign provides tailored mental health resources, tools and support to promote and strengthen the emotional well-being and resilience of people experiencing chronic stress, grief and loss due to the pandemic.

The goal of HRN is to increase the coping skills of public school K-12 educators and school staff and enhance their ability to adapt and be resilient. Mitigating the emotional health impacts of the COVID-19 pandemic on school staff has benefits for this priority audience and students they serve. Anticipated short-term outcomes are: 1) increased awareness of emotional health issues during COVID-19 among public school K-12 teachers and school staff, 2) increased awareness of mental wellness resources and 3) increased perception of ability to cope with emotional distress.

The CDC Foundation, along with an Implementing partner, conducted communications research including a literature review, social listening data analysis and focus groups for message development. From the research, new tailored messages, graphics and a video were created to
directly support public school K-12 teachers and school staff which will be disseminated in 2024. The CDC Foundation is seeking applications for partners to support dissemination of new tailored mental health messaging to public school K-12 teachers, administrators and other school staff.

B. SCOPE OF WORK

The purpose of this request for application (RFA) is to identify up to 10 subcontractors to partner with CDC Foundation to support dissemination of the How Right Now campaign materials between February-August 2024.

WHAT WE WILL FUND

The CDC Foundation will fund one of three tiers of dissemination support for the How Right Now campaign partner organizations.

**Tier 1:** The organizations funded in this tier will promote the HRN campaign primarily through social media channels. Potential support would include, but is not limited to:

- Attending partner orientation with CDC Foundation and their implementing partner
- Engage in monthly meetings with CDC Foundation team
- Share the HRN materials on the organization’s website and social media channels like Instagram, Facebook, Twitter, LinkedIn and/or TikTok during activation periods
- Share dissemination metrics with CDC Foundation and their implementing partner
- *Organizations at this level will be funded $7,000 maximum for an 8-month timeframe (7 months for dissemination and 1 month for reporting findings)*

**Tier 2:** The organizations funded at this tier will disseminate materials and promote the HRN campaign through multiple marketing channels. Potential support would include, but is not limited to:

- Attending partner orientation with CDC Foundation and their implementing partner
- Engage in monthly meetings with CDC Foundation team
- Share the HRN materials on the organization’s website and social media channels like Instagram, Facebook, Twitter, LinkedIn and/or TikTok during activation periods
- Disseminate HRN materials through e-newsletters, email campaigns and/or direct mailings
- Share dissemination metrics with CDC Foundation and their implementing partner
- *Organizations at this level will be funded $10,000 for an 8-month timeframe (7 months for dissemination and 1 month for reporting findings)*

**Tier 3:** The organizations funded at this tier will promote the HRN campaign through social media, multiple marketing channels as well as leading virtual or in-person engagement activities. Potential support would include, but is not limited to:

- Attending partner orientation with CDC Foundation and their implementing partner
- Engage in monthly meetings with CDC Foundation team; biweekly meetings leading up to activation periods
- Share the HRN materials on the organization's website and social media channels like Instagram, Facebook, Twitter, LinkedIn and/or TikTok during activation periods
- Disseminate HRN materials through e-newsletters, email campaigns, direct mailings and/or on the organization’s website
- Host webinars, speak on podcasts, share about HRN at conferences and/or participate in other ad hoc opportunities, like speaking at events or helping to recruit speakers etc.
- Share dissemination metrics with CDC Foundation and their implementing partner
- Organizations at this level will be funded $15,000 for an 8-month timeframe (7 months for dissemination and 1 month for reporting findings)

**FUNDING SPECIFICS**
- Grant may be awarded in an amount up to $15,000 USD/each;
- Indirect costs are limited to 10% of total direct costs;
- Grant funds must be used for the purposes described in the grantee’s application, and must be expended for dissemination activities by August 30, 2024 with the final dissemination report due in September.

**DELIVERABLES/EVENTATIONS:**
- Monthly meetings with CDC Foundation team
- Mid-campaign dissemination report, including but not limited to predetermined evaluation metrics such as total reach and engagement, among others.
- Final Dissemination report, including but not limited to predetermined evaluation metrics such as total reach and engagement, among others.

### C. ELIGIBILITY REQUIREMENTS

Applicants must meet the following eligibility requirements:

- **Primary audience of your organization is public school K-12 teachers, administrators or other school staff in public schools**
- Confirmation of being headquartered in US;
- Be in existence for a minimum of 3 years
- Have sustainable operations, be in good financial standing and have a proven record of program effectiveness; and
- Be an equal opportunity employer with all-inclusive membership that does not discriminate on the basis of gender, race/ethnicity, color, sex, sexual orientation, country of national origin or nationality, age, religion, intellectual or physical disabilities and military or veteran status in its activities or operations.
D. EVALUATION CRITERIA

All proposals received will be reviewed and taken into consideration. The following Review Criteria will be utilized:

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<th>Category (Weight)</th>
<th>Considerations</th>
<th>Total Weight Percentage by Category</th>
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| Organization’s Primary Audience and Reach (30pts)       | • Audience fit with HRN campaign  
• Size of audience  
• Audience engagement in current activities                                                                 | 30%                                 |
| Communications Experience (30pts)                      | • Experience with disseminating content on social media and other marketing channels  
• Knowledge in effective dissemination strategies  
• Engagement and reach analytics (and additional predetermined metrics)                                                                 | 30%                                 |
| Budget (20pts)                                         | • Cost-effectiveness  
• Detailed budget justification                                                                                                                   | 20%                                 |
| Interest and Timeline (10pts)                          | • Interest and enthusiasm for position  
• Availability to begin and onboard January 2024  
• Capacity to fulfill requirements                                                                                                              | 10%                                 |
| Submission of proposal (10pts)                         | • Writing  
• Visuals  
• Organization                                                                                                                                       | 10%                                 |
| Total                                                  |                                                                                                                                             | 100%                                |

E. APPLICATION REQUIREMENTS

To apply, please complete an online application for RFA title “Mental Health Communications Partnerships”. Applicants must attach the following to their online application:

- Application template (provided by the CDC Foundation)
- Project budget template;
- Annual budget;
- Most recent audited financial statement or copy of most recent annual report with detailed financial, if statement is not available

RFA Link: [CLICK TO SUBMIT APPLICATION](#)
Please direct any questions to CDC Foundation point of contact Jessie Biser, jbiser@cdcfoundation.org.

**Pre-Award Risk Assessment:**

The CDC Foundation reserves the right to conduct financial and due diligence reviews. As a public entity, the CDC Foundation has a responsibility to the public to ensure that the organizations that receive grant funds are financially stable and to evaluate each applicant’s risk of noncompliance with Federal statutes, regulations, and the terms and conditions of the subaward for purposes of determining the appropriate method of monitoring. Data available through third party sources such as Dun & Bradstreet may be consulted, along with information publicly available via Federal and State award, debarment, exclusion and sanction databases.

**Maximum Payable Amount (MPA)**

CDC Foundation will pay the contractor a fee not to exceed a Maximum Payable Amount (MPA) or ceiling price. The MPA will be based on the fee proposed and awarded and will be negotiated as part of the resulting contract.

**E. TIMELINE**

- **Friday, December 22, 2023**: RFA submissions open
- **Friday, January 19, 2024 (Updated)**: RFA submissions close
- **Wednesday, January 31, 2024 (Updated)**: Award decision notification
- **February – March 2024**: New partner orientation
- **February-August 2024**: Project implementation and funding expenditure period
- **September 2024**: Final dissemination report on project activities due

*The CDC Foundation will notify the candidate directly if they are selected or not. Proposal scores will not be discussed*