

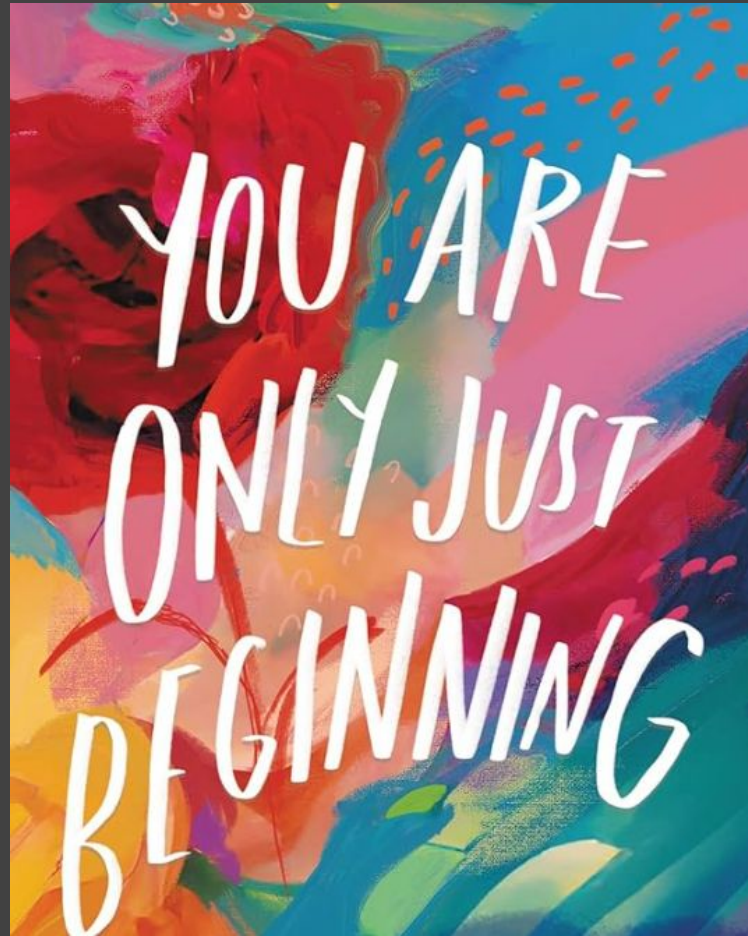


# Welcome Administrative Staff & Supervisors!

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## KELECHI UBOZOH | Presenter

- Nigerian-American mental health advocate, writer, facilitator, and coach.
- Decade+ of experience working in the California mental health system in the areas of peer support, community engagement, suicide prevention, and grantwriting.
- Her book with LD Green, *We've Been Too Patient: Voices from Radical Mental Health*, elevates marginalized voices of lived experience and is featured curriculum at Boston University and New York University.
- Learn more at [kelechiubozoh.com](https://kelechiubozoh.com).



# Dreaming & Strategizing for Sustainability

CalHOPE Staff  
December 7th, 2023

# Training Space Goals

- Share insights on how to speak to the impact of your organization
- Discuss new strategies for sustainability from the private and public sectors
- Learn from other partners on how they've successfully approached these goals

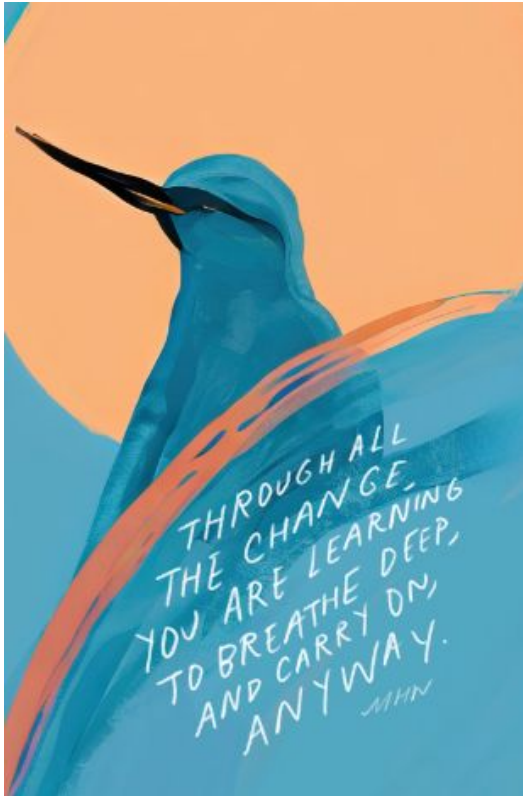


If the *New York Times* was doing an exclusive article about your organization, what would they say about:



1. The impact of your work?
2. What is the quote from the people you serve?
3. What evidence can support that headline?

# Organizational Strengths & Experiences



- When potential funders are looking to learn about you, what would they find if they did a quick Google search?
  - Do you have a Mission Statement?
  - Do you have a Vision Statement?
- What would someone find if they were looking to find out more about you?

# Organizational Strengths & Experiences

## What is a Mission Statement?

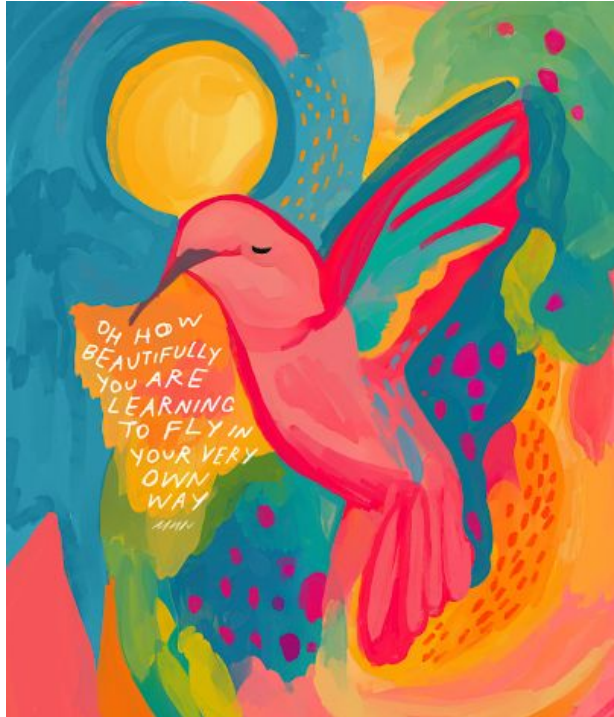
**Mission:** Briefly defines how vision will be realized. What your organization will do; who it will serve; and how.

*Our mission is to promote innovative peer-based wellness strategies. We create culturally-rich, community-based mental health programs that honor diverse experiences and eliminate stigma and discrimination.*





# Organizational Strengths & Experiences



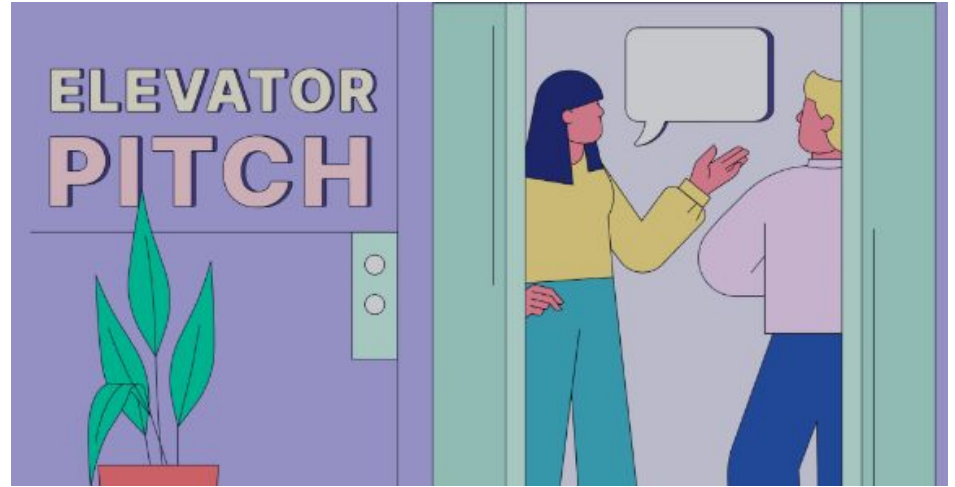
## What is a Vision Statement?

**Vision:** Focuses on the future and communicates a sense of purpose.

*We envision a world where people can freely choose among many mental health options that address the needs of the whole person. We see a future where people with mental health experiences are valued for their essential contributions to society.*

# What is your Elevator Pitch?

- An elevator pitch is a brief (30 second) way of introducing yourself, getting across a key point or two and making a connection with someone.
- Your goal is to:
  - Establish the Problem
  - Introduce the solution
  - Share the benefit/value
  - Include what makes you different
  - End with a Call to Action





# Sample Elevator Pitch (75-100 words)

Hi, I'm Kelechi and I work with Project X. You know, many mental health departments struggle to reach monolingual communities because of language and culture barriers. At X, we have 20 + staff that are bilingual and bicultural trusted community health workers which makes a huge difference in building trust and supporting engagement.

Our CalHOPE data showed that we served over 3,000 in individual and group sessions in ten different languages. We would love to set up time to talk to you more about how we can support your department with outreach and revitalize the CalHOPE Line.





# Reflection Questions

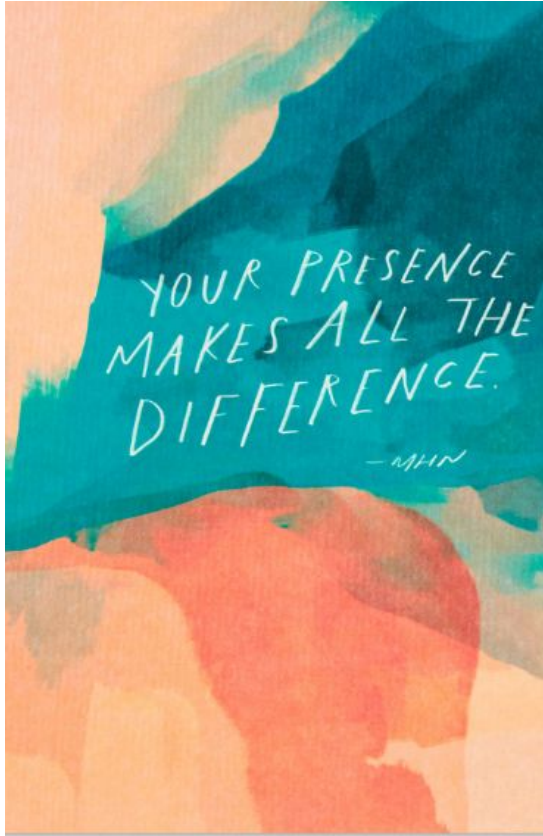
After being part of the CalHOPE program, what did you learn about the needs of your community?

What did you keep hearing over and over again from folks?

What does healing look like in your community?

What are the gaps in mental health services that you believe continuing this work will provide?

# Case Study: Community Defined Evidence Practices (CDEPs)



- Community Defined-Evidence Practice: is what a community considers healing as well as their cultural, linguistic or traditional practices. They offer culturally anchored interventions that reflect the values, practices, histories, and lived-experiences of the communities they serve.
- CDEPs are developed specifically to address the unmet needs and strengths of a cultural group; they are rooted in the community's worldview and its historical and social contexts (Community Defined Evidence Project [CDEP] Preliminary Quantitative and Qualitative Findings, 2009).

# Sample Grantwriting

## Case Study: Black2TheFuture

Black2TheFuture is a community defined evidence practice offered through the Save The Kids Non-Profit. Save The Kids knows that the current education system is failing Black boys and stopping them from reaching their full potential.

Save The Kids made a new program called Black2TheFuture which specifically targets Black boys, 12-18 years old, who are struggling in school, and have experience with losing loved ones to violence or have been labeled with a 'behavior' issue.



# Sample Grant Questions

**What are the factors that negatively impact the mental health and wellbeing of the population you are proposing services for?**

- Black/African American boys are frequently over diagnosed, over incarcerated, and may avoid traditional services because of negative experiences of racism and mistrust of providers who don't look like them.

**How does your program support the mental health and wellbeing of participants and address some of these factors?**

- Black2The Future provides a safe space for Black/African-Americans boys to talk about their mental health issues without fear of judgement with Black male mentors.
- Through African-Ancestry curriculum this program helps Black youth develop coping skills to the everyday issues they face and better understand their mental health needs and build their confidence as well as skills to de-escalate.

# Case Study:Black2TheFuture

**Please describe your services and how they will benefit participants.**

- Black2TheFuture offers a 6-month mentorship program that pairs Black boys with Black mentors, case managers, and employment services which helps meet participants' basic needs, and ultimately helps their overall mental health.
- The Black2TheFuture Program also provides a weekly healing space with specific African-Ancestry curriculum that provides space to explore identity, culture, and coping skills and strategies to address mental health issues.

**Why is “Black2TheFuture” the best way to solve this problem?**

- The Save the Children Organization has 15 years of experience working with African-Americans in deep east Oakland and can successfully engage them in services because their staff are from the community. Although the Black2TheFuture program is new, the organization has deep roots in the community.
- The Black2TheFuture program uses a mentoring model and matches Black youth with Black male mentors from their neighborhoods. We've seen 95 % high school graduation rate, diversion from the criminal justice system and improved relationships with peers and family members.



# Things to Consider When Applying for Grants...

- It is **WORK** to apply for funding and think about sustainability, so make sure you make time and prioritize it.
- For each funding opportunity, make sure you **answer the question that is being asked**. Don't copy and past from past proposals, you need to make sure you are answering what this specific grant is asking of you.
- Look at how each section **will be scored** to make sure you prioritize your attention and energy to the most heavily weighted sections.
- Help your partners help you:
  - Draft Letters of Recommendations in advance and send them to colleagues in the work that can edit/refine on your behalf.
- If you don't have the resources for a grant writer:
  - A. Consider partnering with another agency with more resources and act as a subcontractor
  - B. Ask a colleague to interview you using the grant application questions and take notes, that will give you a place to start!



# The Importance of Data!!!



Funders love a good story, but more importantly they want to know what they are 'funding', so understanding the impact your program has is **CRITICAL**.

You served x number of people? That's a great start, but what was the **impact**? Get specific!

Who was served? Where were they served?

How frequently were they served?

What did they come in for and get connected to? What are the community's emerging needs?

What feedback did you receive? Who did you keep seeing? Did you do deeper community engagement? E.g. referrals and resource deployment?

What trends did you notice? What can the data you captured tell you about your impact?

# Strategies for Private Donors



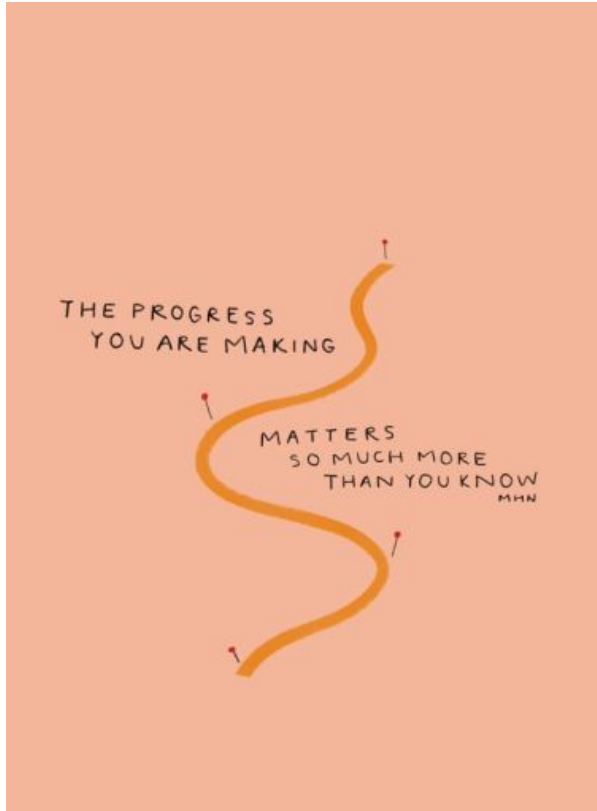
## ***Before you pitch to funders***

- Gather your team to create an internal strategy about your org identity, what work you do and what work you don't do to avoid mission drift.

## ***Identifying Funders***

- Look at funder pages from organizations that are similar to you.
- Example: Prevention Institute  
<https://www.preventioninstitute.org/about-us/funders>
- Use Chat GPT AI and give it prompts e.g. what are the top mental health funders in California- still do your own research, but this is a start!
- When you identify funders, find out how they do their grant solicitations and sign up for their newsletters

# Strategies for Private Donors

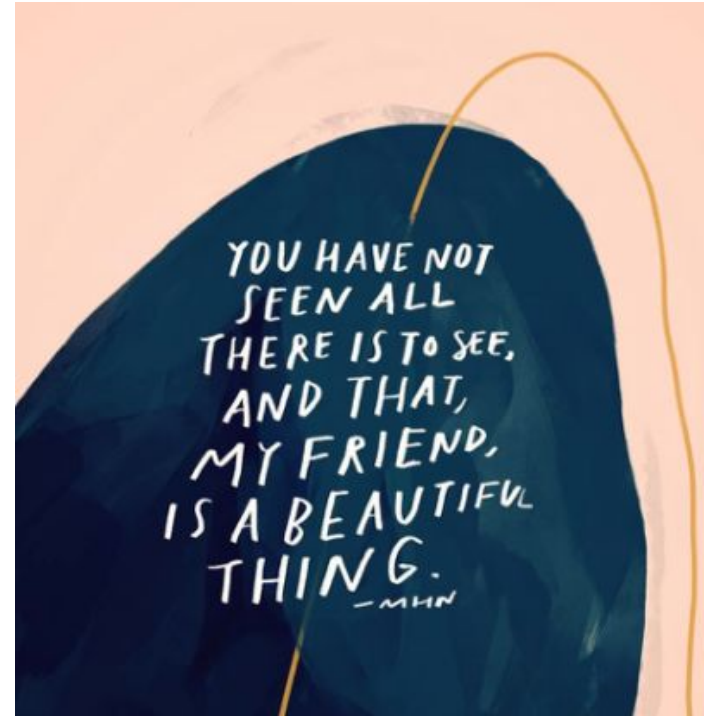


## ***Networking & Building Relationships***

- This work is relationship based, meet people in person, attend local events, conferences, and share what you are working on and how you can be helpful
- Look up funders on LinkedIn and see if you have any mutual colleagues that could make a direct connection with you
- You can reach out to organizations and say, “I would like to hear more about some of your funding priorities and see if we are aligned.”
- If you are a smaller 501c3, individual, or grassroots organization- consider partnering with large organizations who may have grant writers and can deal with the large insurance requirements as you build your presence
- People DO NOT love reading, so make sure you have your mission statement or elevator pitch ready!

# Private Funders Want...

- To know your mission, vision, history, an intro to your work, who you are, who you are serving, and what you are doing.
- Donors like to fund things that are innovative instead of what we know actually works.
- Try to frame things as a pilot program and say you are exploring a new approach.
- Find a way to repackage what you are doing and make it sound new and interesting.



# Private Funders Want...



- Pitches focused on impact [aka data] rather than process. They want to know WHY you are doing it and WHAT the impact will be.
- Private funders are moved by urgency...

“We just lost our funding and YOU could be on the ground floor to keep this together. We are looking for forward thinking partners to help revive the program because we see this impact [insert data] and it is a significant benefit that could turn into a significant loss.”



# Mental Health Services Act [MHSA] Brief Background



- MHSA is a law passed in 2004 and imposes a 1% income tax on anyone who makes over \$1million per year to expand and transform the California mental health system.
- MHSA Requires a Community Planning Process, Cultural Competency Plan, a MHSA Coordinator & Ethnic Services Manager
- MHSA Coordinators are responsible for stakeholder engagement, training, ensuring MHSA plans are developed and implemented.
- Ethnic Service Manager is responsible for promoting appropriate mental health services that will meet the diverse needs of the county's racial, ethnic, cultural, and linguistic population.
- Big changes are coming next year for MHSA that will change how counties decide what is needed for each of the funding streams.
- Takeaway: Asking directly for county funding is not the best strategy in this political climate.

# Strategies for Public Mental Health Donors



## *Building Your Presence*

- Look at your County Behavioral Health Department Website- are they in the process of doing community planning for their Mental Health Services Act Plan or Annual Updates?
- You can even proactively reach out to your county MHPA Coordinator and ask, "Where are you in your MHPA planning process, can you give us information so we can go to some of the meetings?"
- If your county is actively doing community stakeholder process right now for their MHPA plan, you should start attending those meetings, make yourself visible, and get to know people and share what you've learned the community's needs may be.
- If not, join the cultural competency committee and other committees with the county that can help you get a pulse of what is going on around mental health. As with private donors, relationships are the key. Don't cold call.

# Strategies for Public Mental Health Donors



## *Building Your Presence Cont.*

- Pay attention during the meetings, is there a group of stakeholders that the county notes is hard to engage but you are great at reaching out to them? Is there a specific need around peer support that your agency would be great at fulfilling? Gather information and situate yourself to be supportive.
- Build the relationship first, by showing up and being more visible in the county meetings, county sponsored events etc. Then you can approach and share that the impact of CALHOPE and the approach could be more of inquiry what is your need, how could we support it?

# Strategies for Public Mental Health Donors



- After the meeting, try to meet them in person and say, ‘Here’s our card we’d love to schedule time to talk about CalHOPE as we transition with MHSA, you talked about one of the things you needs is \_\_\_\_\_.’
- Approach the Ethnic Service Managers: You want to make sure you have your data ready and show that you are serving the underserved, inappropriately served, or marginalized groups- which will get the ESM’s attention.
- “Our CalHOPE line was serving a large portion of the Filipino community who were using our resources and warmlines. But our funding is sunsetting and so that resource will be gone, is there any way to sustain it for now and see how it could progress into something else?”
- “We’ve been working with these specific marginalized populations and we would like to work with you to continue this work.”

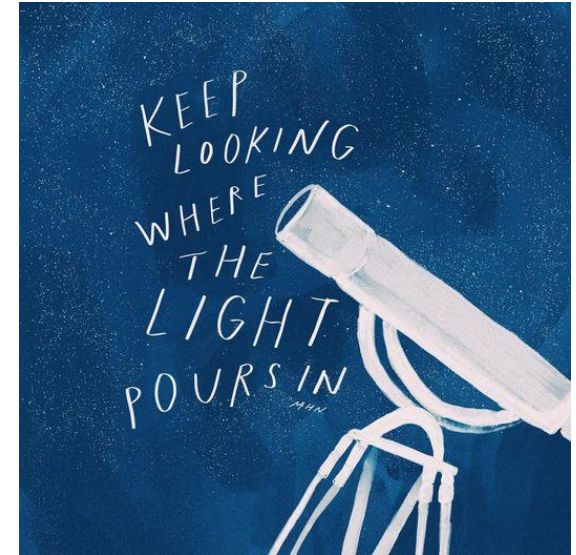
# Strategies for Public Mental Health Donors

- Think again about what data that you have and your specific impacts and make sure you share that with the county. Does your county need a CalHOPE line and/or you also amazing community health workers and the county has capacity to fund that. You can use CalHOPE as a pathway to other types of work, so look at the data and see where it highlights your strength- if you are serving an underserved population effectively that will get the ESM's attention, if you are effectively doing community engagement, that will also get the MHSA coordinator's attention.
- “Could we schedule a meeting and chat and share the work we've been doing with CalHOPE?”
- “We've been doing work with CalMHSA through CalHOPE at the state level, and we are looking at how we can support things more locally and we want to become part of your system of care. Can we get some time on your calendar?”
- “Hi, I've just attended the cultural competency committee and we are doing some work in this area and wanted to talk to you about how we can support your community engagement and provide mental health support.”
- “We noticed there was a lot of language that the state referenced community-defined evidence practices and we think we have something innovative and community-defined that might be in alignment, we would love to hear more about what you are looking for and get time to connect.”

# Where to Start: Researching Potential Funders

- Substance Abuse and Mental Health Services Administration
- Office of Minority Health
- Center for Disease Control and Prevention
- Department of Health and Human Services
- Department of Justice
- Department of Education
- California Community Foundation
- California Health Care Foundation
- California Endowment
- Children & Youth Behavioral Health Initiative
- California Wellness Foundation
- CareStar Foundation
- Sierra Health Foundation
- Tipping Point
- Wellbeing Trust

- Federal Grants  
<https://grants.gov/>
- State Grants:  
<https://www.grants.ca.gov/>
- MHSOAC  
<https://mhsoac.ca.gov/connect/grant-funding-opportunities/>

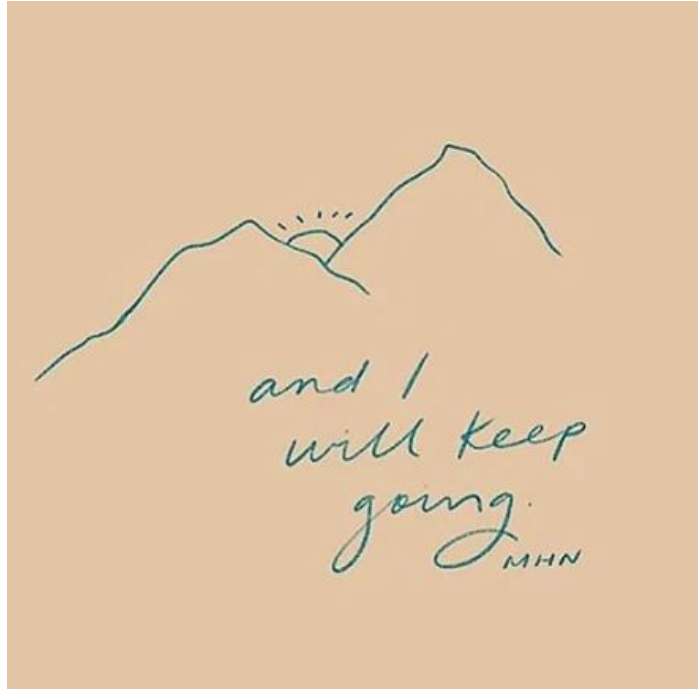


***Your County Behavioral Health Department***





# Other Potential Opportunities



- Phase 3 of the California Reducing Disparities Project may be expanding populations to be served for Community-Defined Evidence Practices (CDEPs) get to <https://cultureishealth.org/> and sign up for their updates/newsletters.
- Does your organization have PEERS? Get them signed up for a CalMHSAs vendor Peer Certification training through CAPS Academy: <https://caps.academy/home-peer-supporters-academy.html>
- Check out OAC to learn more about initiatives like the Interdisciplinary Collaboration and Cultural Transformation Model (ICCTM). Under ICCTM, the Oversight and Accountability Commission wanted counties to work with community-based organizations for innovative ideas. So if a county thinks Lorena's organization would be a great program, the OAC would provide a writer to write proposals for an innovative plan.

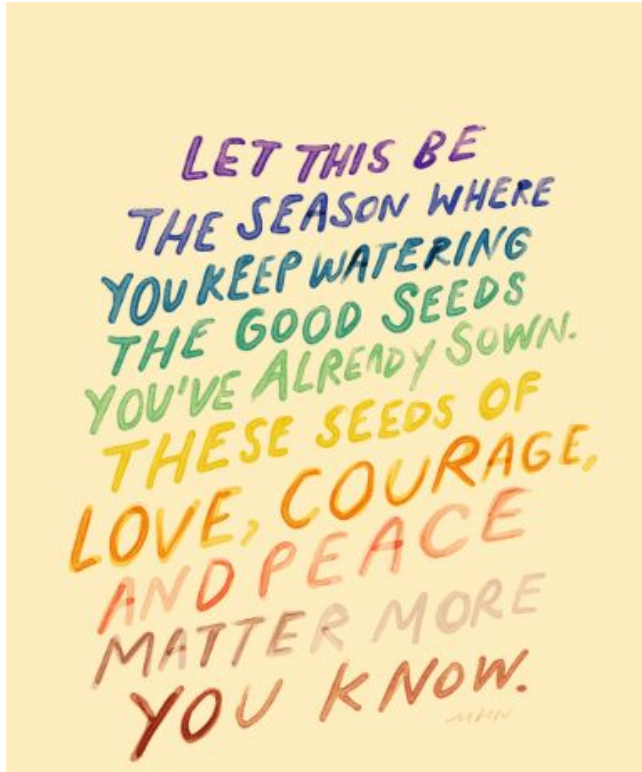
# Lessons Learned from your CalHOPE Partners



Manuel Gutierrez  
Associate Director  
Project Youth Orange County  
(PYOC)

Gigi R. Crowder  
Executive Director  
NAMI Contra Costa

# Questions?



Thank you for sharing this time, your work is so important and deserves to continue.



*Kelechi Ubozoh*