

## Social Impact Partnership RFSQ

The California Mental Health Services Authority (CalMHSA) is seeking social impact partnerships to implement community engagement that will increase awareness of mental health resources and services, increase help-seeking behaviors, decrease stigma and discrimination, prevent suicide, and increase understanding of factors that contribute to wellbeing and mental illness. Social impact partnerships will engage in a range of activities to reach community members that may not otherwise have been reached through social marketing and community engagement. **Each social impact partnership will be dependent on funds available and target populations (ethnic, racial, cultural, geographic, and demographic).**

Interested organizations and/or parties should provide the information below. This is a rolling RFSQ, and each submission will be reviewed to determine the alignment with the funding jurisdiction(s): local, regional, or statewide.

### Social Impact Partnership Information

- 1) Please provide the following information:
  - a) Name of Organization
  - b) Point of Contact
  - c) Point of Contact Email
  - d) Point of Contact Phone Number
- 2) List previous social impact partnerships with local, regional, or state organizations implementing social marketing and community engagement, specifically healthcare organizations.
- 3) List target populations (ethnic, racial, cultural, geographic, and demographic) that previous social impact partnerships have reached.
- 4) List current social impact partnerships with local, regional, or state organizations implementing social marketing and community engagement, specifically healthcare organizations.
- 5) List target populations (ethnic, racial, cultural, geographic, and demographic) that current social impact partnerships are reaching and/or targeting.
- 6) Please provide Key Performance Indicators (KPI) and other data sources your organization can provide to measure the impact and reach of the social impact partnership.
- 7) Please list a budget range (lowest to highest) for previous and current social impact partnerships.
- 8) List any other information that provides understanding of your organization and your social impact.

Email your completed submission to [www.bidnetdirect.com/californiamentalhealthserviceauthority](http://www.bidnetdirect.com/californiamentalhealthserviceauthority) and limit your response to no more than 3 pages.