



NW8 Adult Mental Health Initiative Funding

Community Education and Prevention 402x

(In accordance with Minn. Stat. § 245.4661)

Request for Proposals (RFP)

Introduction

The NW8 Adult Mental Health Initiative (NW8 AMHI) invites proposals from qualified organizations, providers, community groups, and partners serving Kittson, Mahnommen, Marshall, Norman, Pennington, Polk, Red Lake, and Roseau Counties. Awards will be awarded up to \$4000 based on the total number of applications received.

NW8 AMHI works to improve mental health in our communities by increasing access to affordable supports and services through local resources, education, and collaboration. The Initiative identifies service gaps in the region and develops strategies to bridge those gaps for individuals with mental health and co-occurring needs.

BRASS Code 402x: Activities designed to educate the public about mental health and co-occurring issues. The goals are to increase the understanding of mental health, reduce stigma, promote recovery, increase awareness of the availability of resources and services, and improve skills in dealing with mental health issues. Includes training, conferences, marketing efforts for the AMHI, time-limited subscription services, and incentives for people with lived experience to participate in AMHI activities.

MN Statute 245.4661 Subd. 2: Adult mental health initiatives shall be responsible for designing, planning, improving, and maintaining a mental health service delivery system for adults with serious and persistent mental illness.



MN Statute 245.462 Subd. 20 (c): Serious and Persistent Mental Illness (SPMI) is a mental disorder that is severe and persistent in nature, results in substantial functional impairment, and requires ongoing treatment and support.

Funding Purpose

Funding must support activities designed to educate the public about mental health and co-occurring issues. Goals are to increase understanding of mental health, reduce stigma, promote recovery, increase awareness of available resources and services, and improve skills in dealing with mental health issues. This funding is intended to reach Adults with Serious and Persistent Mental Illness (SPMI) and those serving them.

All proposals must clearly align with this definition.

Eligible Applicants

Eligible applicants include:

- Behavioral Health Providers
- Community-based organizations
- Non-profit organizations
- Tribal partners
- Local Government entities (cities, counties, etc.)
- Institutions of Higher Education
- Community Coalitions

Applicants must demonstrate the ability to deliver culturally competent, accessible services within the NW8 service area.

Eligible Activities

Funds may support activities that include:

- Website development
- Digital or print subscriptions supporting mental health education
- Printed outreach materials
- Social media campaigns



- Radio advertising
 - Movie theatre advertising
 - Virtual or static billboards
 - Health fairs
 - County fair booths
 - Community mental health events
 - Mental health and suicide awareness events
 - Speakers and presentations
 - Community trainings and workshops
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Ineligible use of Funds

Funds may not be used for direct clinical treatment services, individual therapy, or medication costs, capital construction, transportation, activities not aligned with BRASS Code 402x, or services outside NW8 AMHI counties.

Funding Criteria

Proposals will be evaluated based on how well the project:

- Increases public understanding of mental health and co-occurring disorders
 - Reduces stigma
 - Promotes recovery and hope
 - Increases awareness of available resources and services
 - Builds community skills in responding to mental health concerns
 - Reaches underserved or rural populations within the NW8 region
 - Demonstrates collaboration with local partners
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Funding Cycle and Reporting Requirements

All funds must be expended by **December 1, 2026**

- If any implementation related to your application needs to be changed, or any budget changes arise, please notify Shannon as soon as possible.
 - All funds must be used for your project; they are not able to be returned.
 - Implementation of grant deliverables must take place before **December 1, 2026**.
 - The mini-grant reporting form must be turned in to Shannon by email : Shannon.abrahamson@allumacares.org by **December 15, 2026**, with all associated receipts, invoices, and programmatic documents. Award recipients will receive this form when they receive notification of their awarded grant amount.
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Submission Instructions

Applicants must submit completed application form included in this RFP by email: shannon.abrahamson@allumacares.org by **April 30, 2026**.

- Organization name and contact information
 - County (s) to be served
 - Project description
 - Target audience
 - Projected number of participants
 - Alignment with the 402x definition, SPMI & AMHI statutes
 - Measurable outcomes
 - Timeline
 - Detailed budget
 - Other funding sources (if applicable)
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Review and Approval Process

Completed applications must be received no later than 4:00pm (CST) on April 30, 2026. Incomplete applications and/or applications received after the deadline will not be accepted. Applications will be reviewed by the NW8 AMHI Board at their meeting in May 2026. You will be notified of grant funding awards no later than May 31, 2026.

Please send applications and questions to:

NW8 Adult Mental Health Initiative
Shannon Abrahamson, NW8 AMHI Coordinator
Email: Shannon.abrahamson@allumacares.org
Phone: 218-686-9316

Reservation of Rights

NW8 AMHI reserves the right to accept or reject any application, request additional information, partially fund applications, and modify funding amounts.
