

Vineland Municipal Alliance

City of Vineland Department of Health
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REQUEST FOR PROPOSALS

Introduction:

The Vineland Municipal Alliance is currently working on their grant application for the Governor's Council on Substance Use Disorder (GCSUD) for July 2026- June 2031 and requesting proposals in order to meet the priorities, which were determined through the analysis of local and county data. The purpose of this RFP is to select community organizations demonstrating capacity to create community-level changes that reduce risk factors and promote protective factors to prevent alcohol and other drug use within the City of Vineland.

About Us:

Throughout the history of the Municipal Alliance program the Committee's goals and objectives have been to provide successful prevention programs and public awareness activities. The mission of the Municipal Alliance is to be a "mechanism for implementing policies to reduce substance misuse and substance use disorder and support appropriate county and municipal-based prevention education and public awareness activities" (N.J.S.A: 26:BB-7a). Activities which require that the committee membership is diverse and broad enough to collectively 1) possess a thorough knowledge of the substance misuse and substance use disorder prevention needs and resources of the community, 2) recruit and recognize community volunteers, 3) develop and maintain community partnerships, and 4) successfully implement prevention strategies to meet its goals.

Proposal Requirements:

Organizations interested in receiving funding through this grant are asked to submit a proposal, no more than six pages in length excluding the forms included in this packet and the following:

- A one-page Narrative that provides a:
 - Brief description of your organization and its mission.
 - Identification of staff to manage the program.
- Submit an Organizational Chart and resumes highlighting the core staff and their assigned duties
- Project description and proposed interventions (no more than two pages for each project if applying for more than one project)
- Project impact / measure of success (no more than one page)
- Amount of funding request / budget narrative
- Completed Alliance Action Plan for each intervention

Eligibility:

- To be eligible, organizations must qualify as exempt organizations under Section 501(c) (3) of the Internal Revenue Code.
- Funded agencies will be required to provide a 75% for in-kind expenses and 25% cash match for this grant to be used toward their prevention program.

Grant award range: \$3,000 - \$6,000 annually

Grant Period: 5 year cycle

Number of grants: 4-6

Grant Selection, Evaluation and Scoring

All proposals received in response to this Request for Proposals (RFP) will be reviewed and evaluated by the Vineland Municipal Alliance designated review subcommittee. Proposals will be evaluated using a standardized, point-based review process to ensure fairness, consistency, and alignment with the priorities and requirements of the Governor's Council on Substance Use Disorder (GCSUD).

Submission of a proposal does not guarantee funding. The Vineland Municipal Alliance reserves the right to request clarification or additional information from applicants, to fund proposals in whole or in part, and to make funding decisions based on available resources, programmatic need, and compliance with GCSUD requirements. Final funding recommendations are contingent upon approval by the Governor's Council on Substance Use Disorder.

Evaluation Criteria and Scoring

Proposals will be evaluated using a scoring rubric with a maximum possible score of 100 points. Funding recommendations will be informed by total scores, programmatic balance, and the Alliance's obligation to meet GCSUD deliverables.

Scoring Criteria:

Alignment with Community Prevention Priorities

Degree to which the proposal addresses prevention priorities identified through local and county data.

Evidence-Based Interventions and CADCA Strategies

Use of evidence-based interventions and approved CADCA strategies, with priority consideration given to proposals that support the Alliance's requirement to implement a minimum of two evidence-based interventions.

Program Design and Implementation Plan

Clarity, feasibility, and completeness of proposed activities, timelines, and deliverables.

Organizational Capacity and Experience

Demonstrated ability of the applicant organization to successfully manage, implement, and sustain the proposed intervention(s), including staffing and relevant experience.

Project Impact and Evaluation Measures

Clearly defined outcomes, performance measures, and evaluation methods aligned with prevention best practices.

Budget and Matching Funds

Reasonableness of the proposed budget and the applicant's ability to meet the required 25% cash and 75% in-kind matching requirements.

Proposals must achieve a minimum acceptable score, as determined by the Vineland Municipal Alliance, to be considered for funding. Final awards will be determined based on proposal scores, available funding, and the need to ensure a balanced portfolio of interventions that collectively meet GCSUD requirements.

Grant Deliverables:

- Evidence based interventions. The Vineland Municipal Alliance is required to implement a minimum of 2 evidence-based interventions. Applications that include these interventions will given priority consideration.
- The interventions must address one or more of the following priority topics based on the community's needs:
 - Alcohol/Underage Drinking
 - Marijuana* (*Please note that the original state logic model uses the term marijuana; however, this category also includes cannabis misuse and underage cannabis/marijuana use.*)
 - Prescription Drugs
 - Tobacco
- The Community Anti-Drug Coalitions of America (CADCA) strategies that are addressed by the intervention must be included. A list of approved strategies and interventions can be found at this link: https://www.nj.gov/gcsud/documents/pdf/FY27-31_Municipal-Alliance-Guidelines.pdf on pages 46-48.
- Interventions will be chosen based on the CADCA strategies provided and the deliverables that the alliance must meet to comply with the GCSUD strategic plan.
- All interventions must be comprehensive and one-time events will **not** be permitted unless they fall into one of three categories:
 1. They are part of a municipal-sponsored special event(s)
 2. They are held in observance of alcohol/ drug awareness weeks/months
 3. They are conducted as an integrated part of an ongoing prevention program for a specific target populations

Prohibited Use of Funds:

1. *Supplantation:* The legislation creating the Alliance program strictly prohibits the use of program funds to supplant local funds that would have otherwise been made available for substance use disorder prevention initiatives. Alliance program funds may not be utilized to pay for services or activities that would normally be funded by other sources (e.g. supplanting school district funding of the salary and expenses of school-based student assistance coordinators performing prevention related activities during school hours or paying police officers a program stipend for presenting programming during their working hours). The Council will strictly enforce this mandate against supplantation.
2. *Ineffective Programming:* The following program components will not be approved in the FY2027 – 2031 grant cycle because the effectiveness of these efforts is not supported by prevention science and research, and in some cases, may produce an adverse effect. Ineffective programming cannot be funded through grant funding, cash match or Alliance income:
 - a. School assemblies or community presentations which incorporate scare tactics, mock car crashes or personal testimonials. Programs that incorporate these tactics will not be funded. Some examples of programs that would not be funded include Every 15 Minutes, Challenge Day, Steered Straight and Minding Your Mind.
 - b. Drunk Goggles and Go Carts will not be approved for purchase or rental in the FY2027 – 2031 grant cycle.
 - c. Punitive and zero tolerance approaches.
 - d. Program characteristics that are ineffective include didactic-only delivery methods, developmentally inappropriate programs for the intended population, involving caregivers without also involving youth, and grouping together at-risk youth.
3. *One Time Events:* Research shows that one-time events/performances/activities which are not part of a broader context of a coordinated continuum of prevention strategies, programs and projects have only limited impact; therefore, the one-time event/performance/activity will not be funded unless it falls into one of the three categories listed below. Multiple meetings leading up to a one-time event do not count as part of the coordinated continuum of activities.
Funding will be considered for one-time events if those activities are:
 - a. Part of municipal-sponsored special event(s)
 - b. Held in observance of alcohol/drug awareness months/weeks
 - c. Conducted as an integrated part of an ongoing prevention program for a specific target population.
4. *Treatment Services:* Municipal Alliance funds are to be used solely on programs for the public education and prevention of alcoholism and drug abuse. Funding substance use disorder evaluation, early intervention and/or treatment services with Alliance funds is prohibited.
5. *Capital Expenditures/Improvements:* GCSUD Grant Funds, Cash Match &/or Alliance Income funding cannot be used for capital expenditures which include the costs of facilities and other capital assets. GCSUD Grant Funds, Cash Match &/or Alliance Income funding cannot be used for capital improvements which consist of any change or addition or the restoration of some aspect of a property that will materially increase the value or useful life of a capital asset.
6. *Gifts and Prizes:* Municipal Alliance GCSUD Grant funds, Cash Match &/or Alliance Income funding cannot be used to purchase prizes or gift cards, make cash awards, or award cash

scholarships. Incentive purchases can only be made if it is a requirement of an evidence-based program that requires the incentive as part of maintaining fidelity to the program model.

7. Drugs, Alcohol, and Gambling: Funding or sponsoring events serving or promoting drugs, alcohol, and gambling is prohibited.

- Community events (i.e. municipal fair, 4th of July Celebration, etc.): The Municipal Alliance may staff a table at a community event to provide information, education and promote Alliance membership even if the community event includes a beer tent. GCSUD recognizes the importance of Municipal Alliances having a presence at large community events. *Prior approval of the County Alliance Coordinator and GCSUD is needed to participate in community events where alcohol will be available.*
- Golf Outings, Casino Nights or other fund-raising events: Municipal Alliance participation in or sponsorship of Golf Outings, Casino Nights or other fund-raising activities which involve alcohol are prohibited. This includes fundraising cocktail or dinner parties.

8. Billboards: No billboards may be financed or sponsored by the Municipal Alliances. On billboards which advertise community events in which the Alliance is a collaborative community partner, i.e. Red Ribbon Day, etc., a GCSUD logo may appear on the billboard.

9. Drop Boxes, Lock Boxes, Naloxone and Testing Kits: GCSUD Grant funds, Cash Match and Alliance Income cannot be used for these items. Alliances may work with community partners on these projects and promote trainings and/or use of the drop boxes, etc. Medication disposal bags are allowable as part of a comprehensive community education program.

Fiscal Requirements for Sub-Grantees:

In accepting this grant it is understood that the sub-grantee agrees to abide by the following rules and conditions:

1. The applicant agrees to develop a comprehensive plan to provide matching funds equivalent to the amount of the award.
2. The applicant agrees to submit detailed and accurate accounting of the expenditures, including receipts and invoices.
3. The applicant agrees to submit periodic reports of the progress made in accomplishing the purpose of the grant.
4. The applicant agrees to have at least one representative present to report at each scheduled quarterly meeting.
5. The applicant agrees to provide a 100% match of their Municipal Alliance award with local resources. The matching requirement must be fulfilled with a minimum of a 25% cash match and a 75% in-kind services match.

- Cash Match- All Cash Match funding must be utilized to address the program funded by the alliance which will be identified in the Alliance logic model. The 25% Cash Match funding must be expended on approved activities.

- In-Kind Match-The In-Kind match is the value of goods or services (other than cash) provided to the Alliance that must meet 75% of the grant allocation.

6. The applicant agrees that if an organization does not fully expend their grant funding in a grant year, the 25% cash match and 75% in-kind matching requirement will be based upon the actual level of grant expenditures within the grant year.

7. The applicant agrees that if the grant funding is fully expended but the cash match and in-kind requirement is not met, the grant expenses will not be fully reimbursed.

8. The applicant agrees to complete necessary forms, including the Alliance Action Plan and the Process and Short Term Cumulative Evaluation.

Please submit proposals to the address shown above no later than 5:00 PM on **February 13, 2026**. Once a grant is open, clarifying questions can be submitted to tabba@vinelandcity.org.