RFA #852P026

Youth Substance Use Prevention Grants

Pre-Application Webinar

Please follow along with the **RFA Instructions document**
as we walk through the application process.

Why is this work important?

From the CDC:
Commercial tobacco use is the leading cause of preventable disease, disability, and death in the United States.

Nearly **9 out of 10** adults who smoke cigarettes daily first try smoking by age 18.

Moreover, the majority of adults who have a substance use disorder started using substances during their teen and young adult years.





Agenda

- Description of RFA
- Description of Funding
- Application Instructions
- Online Portal & Submitting Application

Welcome and Background

The **Virginia Foundation for Healthy Youth** was created in 1999 by the Virginia General Assembly as a result of the Master Settlement Agreement.

In 2009, the General Assembly expanded our mission to include the prevention and reduction of childhood obesity in addition to reducing and preventing youth tobacco use.

In 2016, the General Assembly further expanded the VFHY mission to include youth substance use prevention.



Welcome and Background
(continued)

VFHY empowers Virginia's youth to make healthy choices by preventing and reducing youth tobacco and nicotine use, substance use and childhood obesity.

VFHY has awarded more than **$100 million** in grant funding to more than **1,000** youth serving organizations.

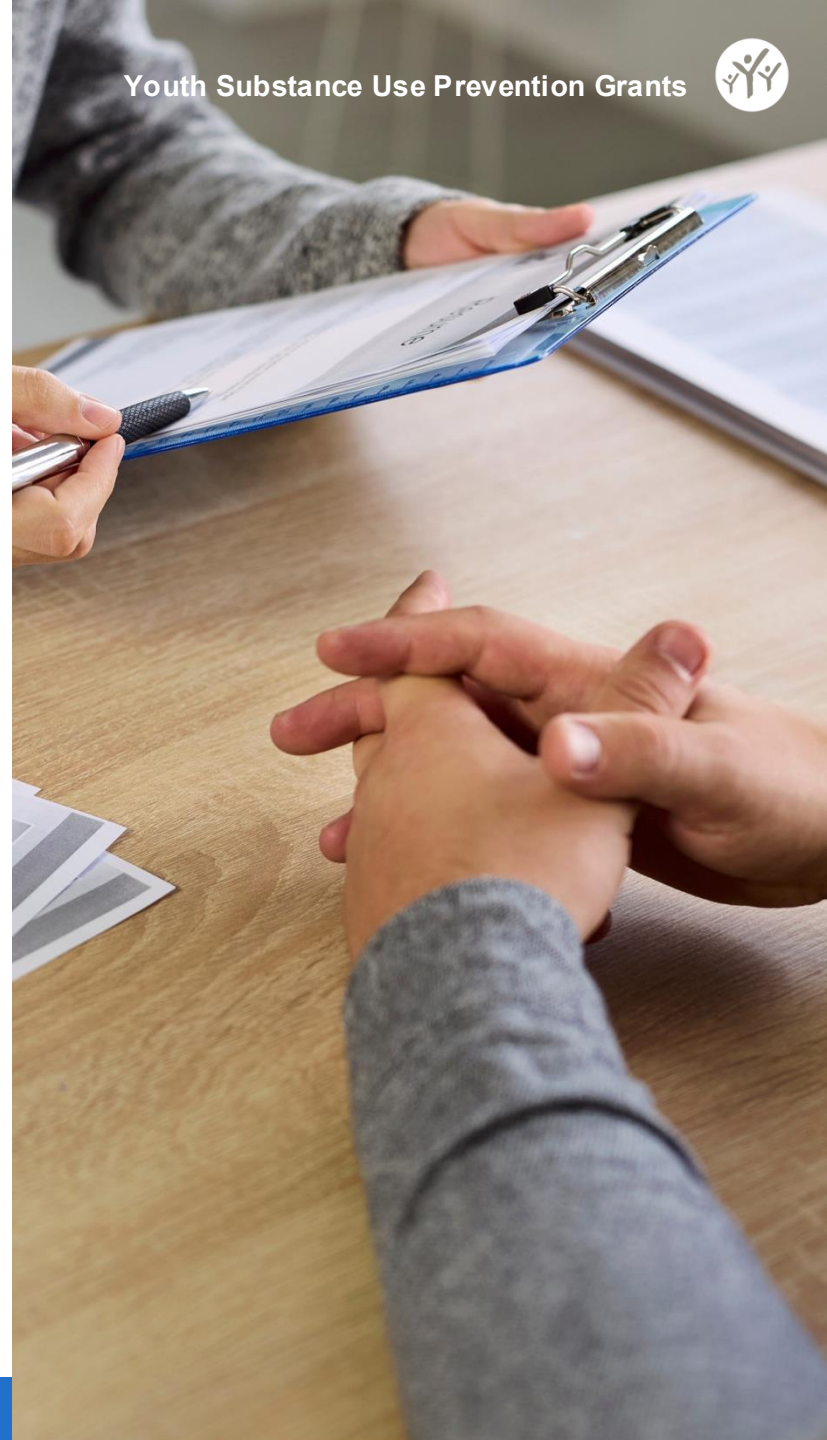
In total, **1.5 million** youth have completed evidence-based youth substance use prevention programming through VFHY grant funding.



Description of RFA

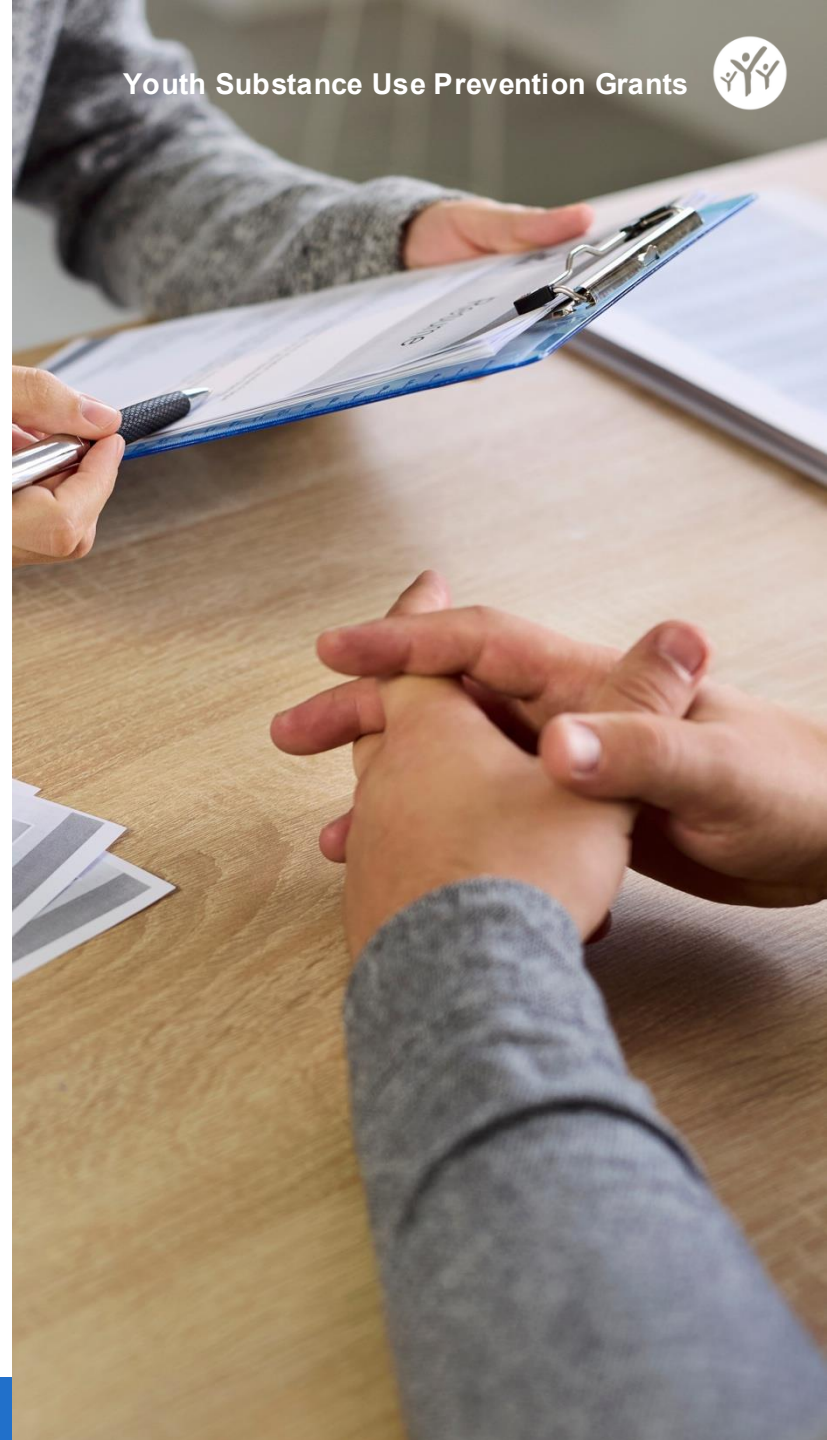
Prerequisites and Award Info

- Nonprofit, for-profit, governmental, and charitable organizations operating in Virginia are eligible to apply.
- All areas of the state are eligible to apply.
- Grants will be awarded using the Best Value Process, after undergoing a review by VFHY staff with input from VFHY Regional Advisory Boards.
- Youth are defined as people under the age of 18.



Prerequisites and Award Info
(continued)

- **You must watch this webinar in its entirety**
- **Before you begin your application:**
  - Read the RFA Instructions
  - Read the Terms and Conditions
  - Know your region
- **Submit online by 5:00 p.m., October 29, 2026.**



Funding Available

A total of up to **$6,000,000** is available over three years for grants statewide.

Individual awards will not exceed **$50,000 per year**, and the total amount available per three-year grant is **$150,000**.

Grant awards will be made to more than one applicant.



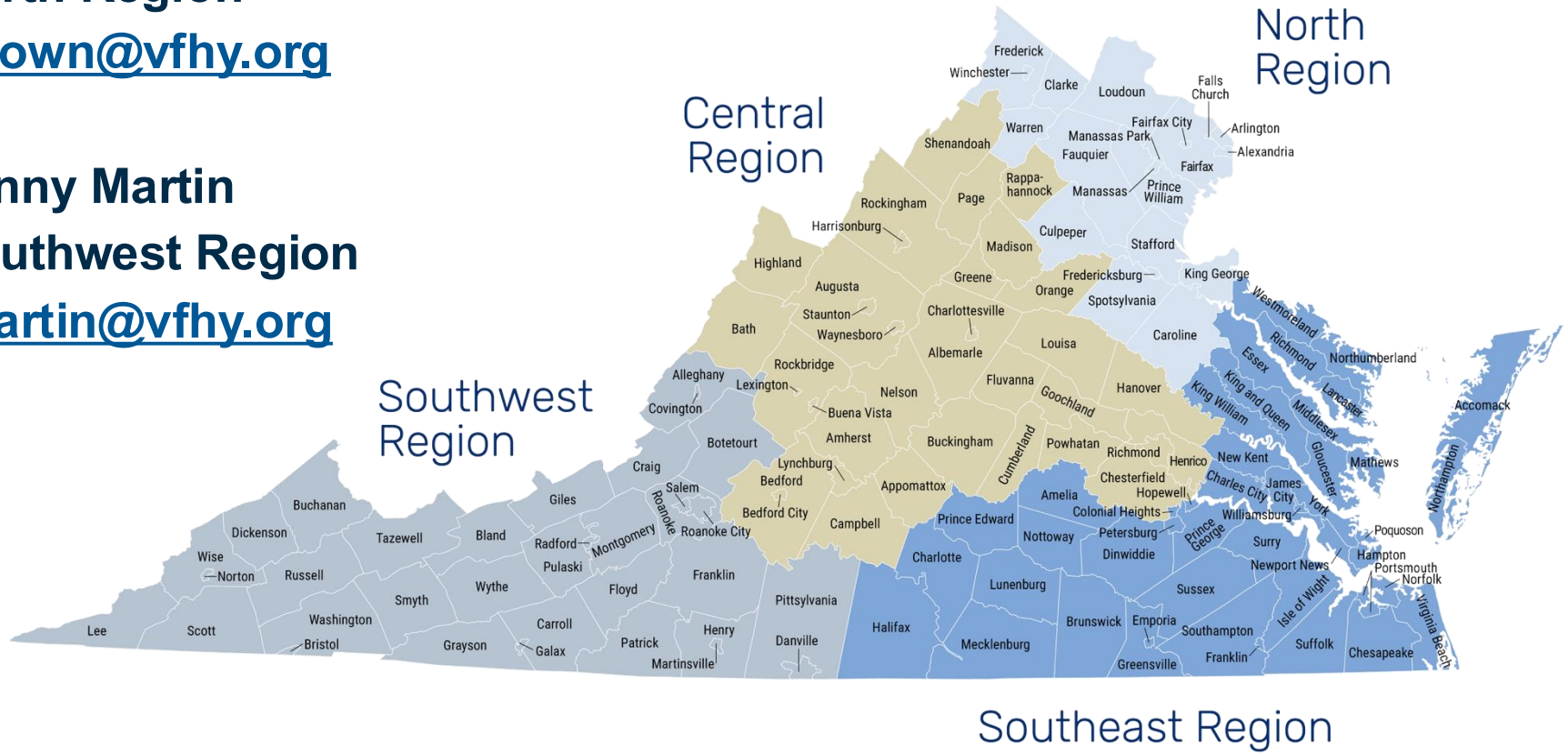
Regions and Regional Grants Administrators (RGAs)

Terri-ann Brown
Central Region
tabrown@vfhy.org

Lisa Brown
North Region
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Judy Sparrow
Southeast Region
jsparrow@vfhy.org

Jenny Martin
Southwest Region
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Dates & Deadlines

Applications Due Via Online Grant Portal
Thursday, October 29, 2026 (5:00 p.m. EST)

Notice of Intent to Award Posted
Friday, December 18, 2026

Orientation
June 2027

Grant Period Begins
July 1, 2027

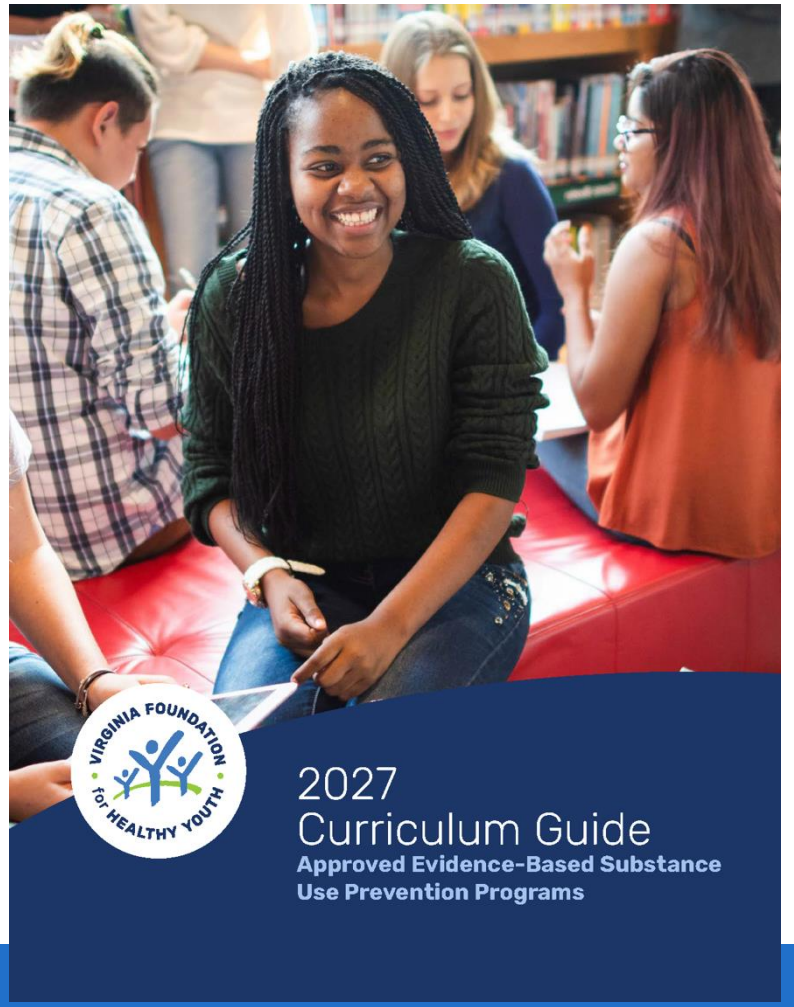
Grant Period Ends
June 30, 2030



2027 Curriculum Guide

Approved Evidence-Based Substance Use Prevention Programs

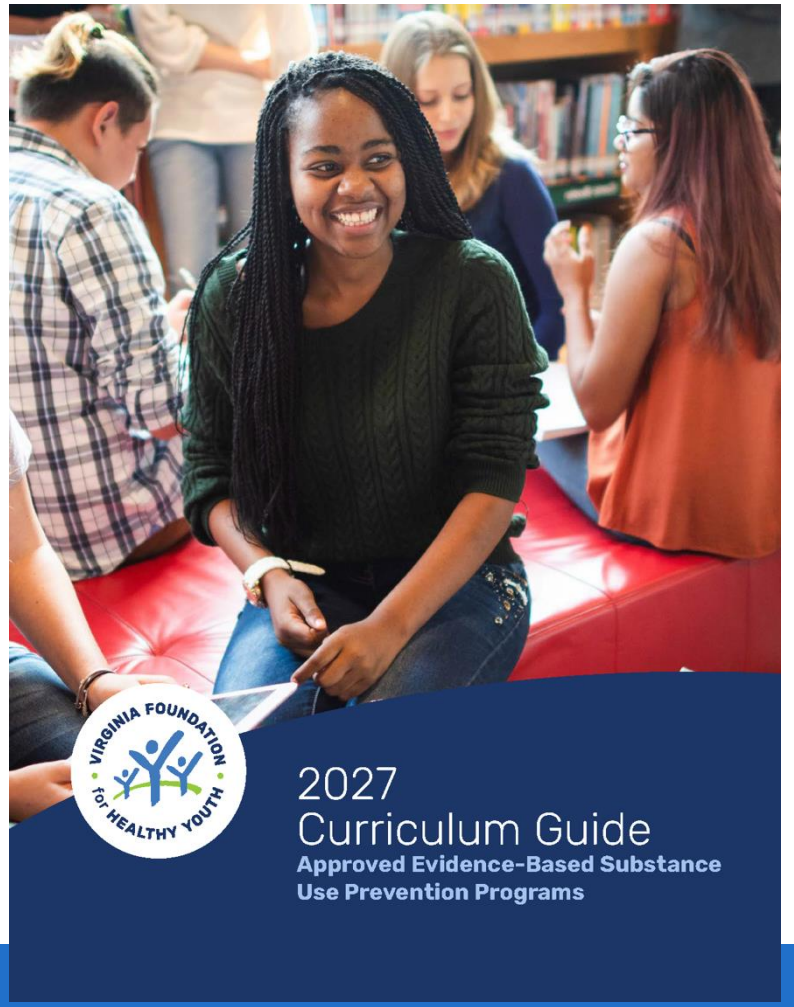
- **Available on the VFHY website**
- **7 programs available**
- **Each program requires long-term engagement, occurring over the course of multiple sessions. This instruction might take place in a classroom setting, through small group discussions, via virtual learning platforms, etc.**
- ***Applicants must be able to serve a minimum of 200 youth per year with at least one Curriculum Guide program.***



Programs

Approved Evidence-Based Substance Use Prevention Programs

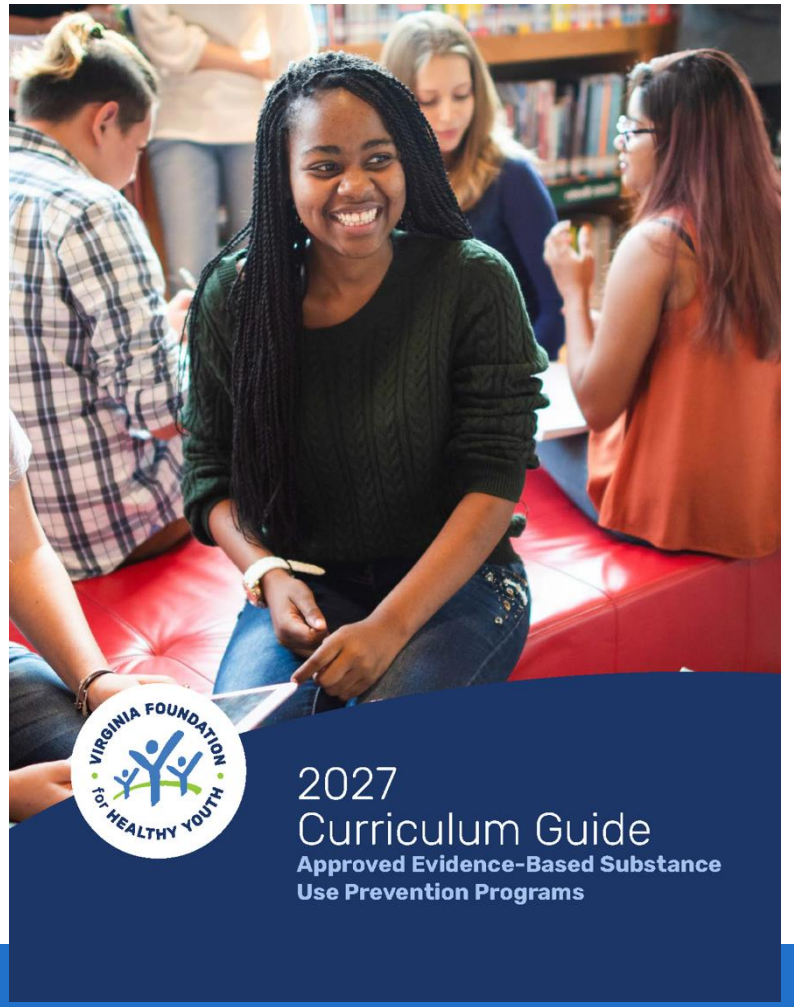
- Al's Pals
- Botvin LifeSkills Training (LST)
- Bright Views
- CATCH My Breath
- Positive Action
- Too Good for Drugs – Maximizing Life
- You and Me, Together Vape-Free



2027 Curriculum Guide

Approved Evidence-Based Substance Use Prevention Programs *(continued)*

- **Read the Curriculum Guide carefully to determine which program is a good fit. Review all training requirements and costs.**
- **Feel free to contact the program developer directly with specific questions.**
- **For assistance related to the Curriculum Guide programs, please contact the Regional Grants Administrator for your region (contact information can be found on final slide).**



Nicotine Products Prevention Lesson

Required add-on lesson for middle and high school level youth.

Available in English and Spanish

Includes:

- PowerPoint Presentation
- Instructor's Guide
- Optional Pre- and Post-test Surveys

Download for free on the VFHY website↗



Optional Community-Based Strategies

Applicants can select one or more community-based strategies to implement each year in addition to the completion of the Curriculum Guide program.

Examples include:

- **Alternatives to Suspension**
- **Tobacco-/Vape-Free Parks & Stadiums**
- **Youth Engagement Events**

These strategies expand prevention work outside of the classroom and involve youth in hands-on activities.



Application Overview



Application Sections

I. **Summary Information**

II. **Organizational Background**

III. **Program Information (*MOA's)**

IV. **Youth Development Workplan (*Workplan Years 1-3)**

V. **Program Implementation Matrix**

VI. **Evaluation**

VII. **Budget & Budget Narrative (*Budgets Years 1-3)**

VIII. **Terms and Conditions**

*denotes upload

Writing Objectives

Use **SMART** model:

- **S** Specific
- **M** Measurable
- **A** Achievable
- **R** Relevant
- **T** Time-bound

Process Objectives

Specify the activities to be a completed in a short, specific time frame. It describes **what you're doing and how you'll do it.**

Example: *By June 30, 2028 (time bound), the CATCH My Breath program (specific) will be implemented with 400 (measurable & achievable) sixth grade students (relevant) at Jones Middle School.*

Outcome Objectives

Specify the intended effect or end-result of the project or program. It focuses on the **change that will occur within your target population.** Typically, these are changes in knowledge, attitude, or behavior.

Example: *By June 30, 2028 (time bound), Al's Pals program participants (specific) will exhibit a 20% increase (measurable & achievable) in pro-social behaviors (relevant) as measured by the pre-K behavior scale.*

Work Plans

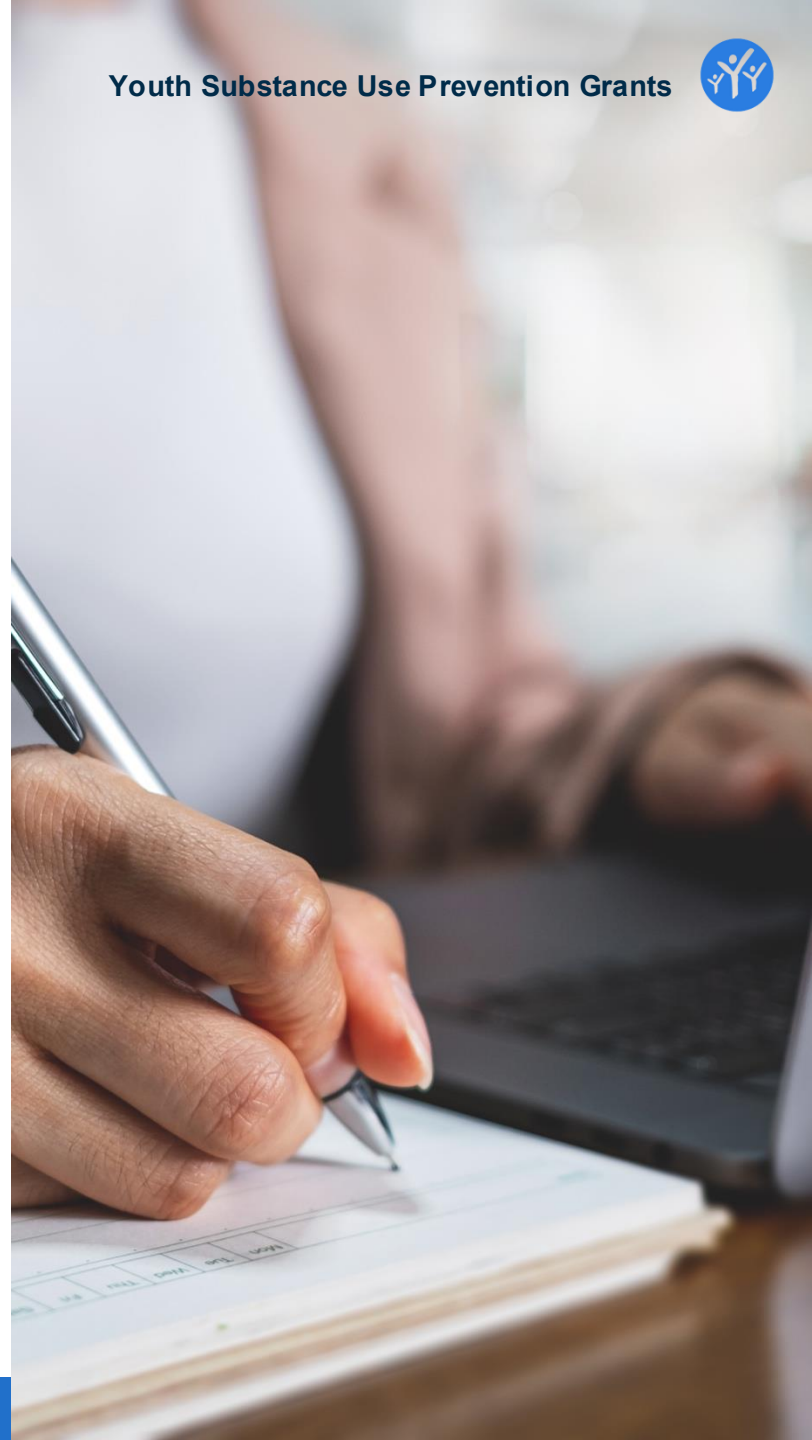
Measurable Objective/s: Describe the proposed outcome of your grant-funded work.

Strategies/Activities: Detailed steps needed to monitor your progress toward achieving the stated objective. Examples may include recruitment, training, planning, preparation, implementation, evaluation, and follow-up.

Anticipated Start/End Dates by Month

Responsible Staff

Expected Outcomes



VFHY Substance Use Preventon Workplan

Organization Name: *Click or tap here to enter text.*

YEAR ONE (2027-2028)				
Strategies/Activities	**Anticipated Start Month**	**Anticipated Completion Month**	**Responsible Staff**	**Expected Outcomes**

Program Implementation Matrix

Use the **Program Implementation Matrix** to describe your implementation of the Curriculum Guide program(s) in each year of the grant.

Applicants must provide information about the setting in which the program will be delivered, the grades served in each setting, the number and size of groups, and the total number of youth served (# of groups x # of youth per group).



Matrix (Year 1)

#	Programs	Setting/Grades of Youth	# of Groups	# of Youth Per Group	Total Youth (Multiply Preceding 2 Columns)
1	CATCH My Breath	Central Middle School (7th/8th)	10	25	250
2	Too Good for Drugs	Southwest High School	10	25	250
3					
4					
5					
6					
Total			20	50	500

Calculating Staff Time & Compensation

Applicants will calculate how much paid staff time it will take to implement programs.

Step One: Calculate Direct Service Hours

Multiply number of groups × number of sessions per group × session length in minutes. Then divide the total minutes by 60 to determine the total number of direct service hours for one grant year.

Step Two: Calculate Direct Service Compensation

Multiply total direct service hours × hourly compensation rate

Examples

The examples below use a compensation rate of $30 per hour. Applicants should use their organization's actual hourly compensation rate when developing their grant budget.

Example 1: CATCH My Breath

10 groups × 4 sessions per group × 35 minutes = 1,400 minutes

1,400 minutes ÷ 60 = 23.3 direct service hours per grant year

Direct Service Compensation: 23.3 hours × $30/hour = $700 per grant year

Example 2: Too Good for Drugs – Maximizing Life

10 groups × 10 sessions per group × 50 minutes = 5,000 minutes

5,000 minutes ÷ 60 = 83.3 direct service hours per grant year

Direct Service Compensation: 83.3 hours × $30/hour = $2,499 per grant year

Other Staff Time Request

Staff time for other necessary grant activities may be factored into the overall request for personnel.

This may include time for:

- **Planning and preparation**
- **Training**
- **Travel**
- **Data collection**
- **Grant administration**

Personnel budgets should be reasonable and properly justified.

Total Youth, Demographics & Evaluation

Applications must include the **projected number of total youth who will complete Curriculum Guide programming over the three-year period.**

Applications must include an **estimate of youth demographic information**.

- Percentage by race
- Percentage above & below Federal Poverty Level

Applicants must describe an **evaluation plan with strategies**, including:

- Specific measures
- Plans for documentation
- Responsible staff

Budget and Budget Narrative

Download the Expenditures Summary Form (Excel) from our website.

- All cells populate and automatically total.
- Fill in required areas on the budget forms and complete each column.
- A narrative description for each line-item section will be entered below each line-item section. Include clear justification for the line item as well as any and all formulas/calculations.
- Budget expenditures must correlate with workplan activities and correspond to activities described in the proposal.
- No supplanting
- Fringe benefits cannot exceed 30% of personnel salaries requested from VFHY.
- Ensure that all personnel positions listed are also discussed in Staff & Responsibilities question in the online application.
- Mileage cannot exceed allowable state rate (76 cents per mile).

Budget and Budget Narrative

A. **PERSONNEL:** Staff salary and benefits.
B. **CONSULTANTS:** Cost to utilize trainer, graphic designer, evaluators or other contractors for short-term work.
C. **TRAVEL:** Cost for staff travel to implement programs.
D. **EQUIPMENT:** With clear justification, one computer system with peripherals may be purchased, not to exceed $1,000.
E. **MATERIALS:** Educational materials, products, supplies, incentive items for youth program participants only. Incentive costs cannot exceed $10 per program participant per year.
F. **OTHER COSTS:** Printing, copying, postage, rent (rental space for program implementation or program training).
G. **INDIRECT:** Cannot exceed 10% of the personnel costs charged to the grant.
H. **TOTAL BUDGET**

VFHY Budget Form (Year 1)		
ORGANIZATION NAME:	ABC County School System	
FUNDING TYPE:	Youth Substance Use Prevention	
VFHY BUDGET YEAR:	2027-2028	
A. PERSONNEL: Staff salary & benefits. A maximum of 5% of a supervisor's salary may be charged to the grant for the supervision of grant-funded staff.		
Position Title	**Annual Salary**	**Request from VFHY**
Program Coordinator	$62,400 - $30 / hour	$26,400
Instructional Supervisor	$75,000	$3,750
Fringe Benefits for Personnel (FICA, Health, etc.) The rate of fringe benefits may not exceed 30% of personnel salaries requested from VFHY.		$7,920
Totals		**$38,070**
NARRATIVE DESCRIPTION FOR SECTION A. PERSONNEL		
The Program Coordinator will implement the Botvin Life Skills Training Middle School curriculum at two middle schools with eight 6th grade classrooms (200 students). **Direct Service Hours** – The Program Coordinator will implement LST for a total of 100 hours of direct service. (8 groups x 15 sessions per group x 50 minutes = 6,000 minutes. 6,000 minutes /60 = 100 hours of direct service.) The Program Coordinator will conduct an additional 780 hours of other staff time per year (curriculum planning, classroom set up and Q&A, VFHY Nicotine Products Prevention Lesson planning and implementation, local travel time, coordination and scheduling with schools; ordering materials, supplies, and incentives; copies; preparing/distributing parent letters; coordinating and implementing poster contest, staff meetings, evaluation activities, and VFHY reporting). In sum, we are requesting a total of 880 hours of staff time for the Program Coordinator at $30 an hour to implement the LST program. This includes direct service time and other staff time for planning, travel, reporting, etc.. Fringe benefits for the coordinator = $7,920 ($26,400 x 30%). We are requesting 5% of staff time for the instructional supervisor. This person will be a backup facilitator and attend the curriculum training. No fringe is requested for supervisor.		

B. CONSULTANTS: Cost to utilize trainer, graphic designer, evaluators or other contractor(s) for short-term work.		
Type of Expense	**Rate/ Unit of Reimbursement**	**Request from VFHY**
Evaluation Consultant	$50/hour	$2,000
LST Curriculum Training (online)	$300/person	$600
Totals		**$2,600**

NARRATIVE DESCRIPTION FOR SECTION B. CONSULTANTS

Evaluation consultant will tabulate the pre and post tests from the Life Skills Training program (200 students) and produce a report at the end of the grant year. Total project time 40 hours at $50/hour = $2,000

The coordinator and supervisor will attend a Life Skills Training virtual facilitator training at $300 per person.

C. TRAVEL: Cost for project staff's travel to implement programs.		
Type of Expense	**Rate/ Unit of Reimbursement**	**Request from VFHY**
Travel to program locations	0.76	$380
Totals		**$380**

NARRATIVE DESCRIPTION FOR SECTION C. TRAVEL

Travel to implement programs at two middle schools is estimated at 500 miles x .76 cents per mile = $380.

D. EQUIPMENT: With clear justification, one computer system with peripherals may be purchased, not to exceed $1,000. This equipment must not be available elsewhere in the organization, and must be be related to the program and clearly justified.	
Type of Expense	**Request from VFHY**
Laptop and wireless printer	$1,000
Totals	**$1,000**
NARRATIVE DESCRIPTION FOR SECTION D. EQUIPMENT	
Dell 8600 latop $850 (includes Microsoft software). HP wireless printer $150. The Program Coordinator position is a new position and will not have access to a computer. The computer will travel to sites with the coordinator to be used for projection of program materials and record keeping. Printer will be used for printing program handouts and ancillary materials.	

E. MATERIALS: Educational materials, products, supplies, incentive items for program or project participants.	
Type of Expense	**Request from VFHY**
LST teacher manual and workbooks for 200 students	$595
Shipping for LST Materials	$50
Incentive items for all program participants	$800
Supplies (flip charts, markers, storage containers)	$244
Materials for poster contest (markers, poster board)	$218
Totals	**$1,907**

NARRATIVE DESCRIPTION FOR SECTION E. MATERIALS

LST 6th grade teacher manual and workbooks 1 @ $295, additional 10 workbooks at $60/each = $300. Total for LST program materials $295 + $300 = $595.

Shipping & Handling costs for LST program materials = $50

Push pop/fidget cubes as incentive items for 200 students @ $4/item = $800

Supplies needed for instruction include 5 Post it flipcharts $32 each, 4 sets of markers $13 each, 4 storage containers $8 each ($160+$52+32 = $244)

Markers and poster board for 200 posters - 4 sets of markers at $13 each, 200 poster boards at .83 each = $218

F. OTHER COSTS: Printing, copying, postage, rent (rental space for program implementation or program training)	
Type of Expense	**Request from VFHY**
Printing of flyers and parent take home letters	$44
Totals	**$44**

NARRATIVE DESCRIPTION FOR SECTION F. OTHER COSTS
An informational flyer and a parent take home letter will be distributed to each student in the LST program. Total copying cost = 400 copies (200 students x 2 copies) x .11 per page = $44

G. INDIRECT Indirect costs cannot exceed 10% of the personnel costs charged to the grant.	
Type of Expense	**Request from VFHY**
Indirect	$3,807
Totals	**$3,807**

NARRATIVE DESCRIPTION FOR SECTION G. INDIRECT COSTS
Indirect costs charged equal 10% of requested personnel ($38,070 x 10% = $3807). These funds will support general operating expenses at ABC County School system.

H. TOTAL BUDGET	
Total Amount Requested From VFHY	**$47,808**

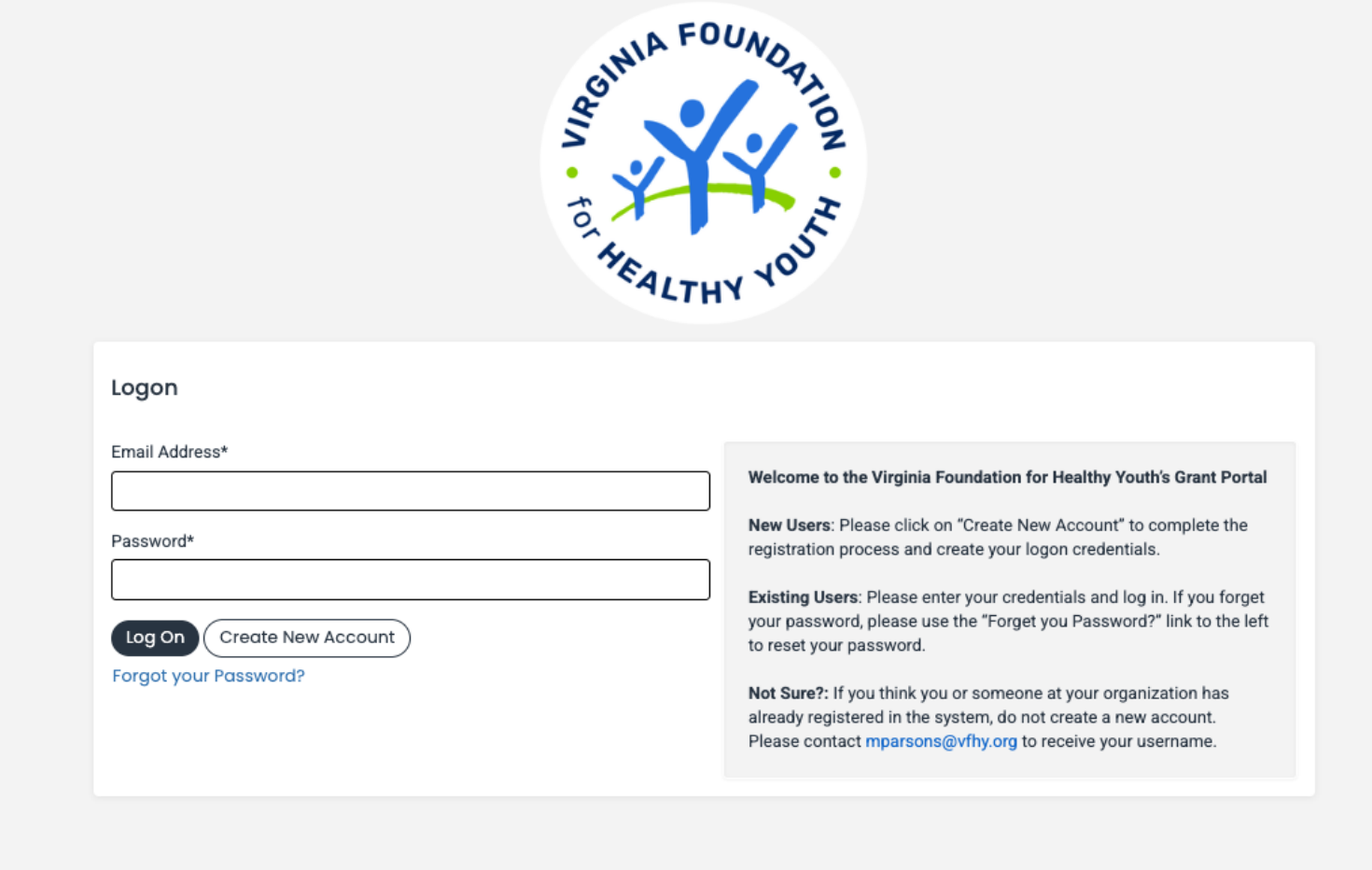
VFHY Online Grant Portal and Submitting an Application

VFHY Grant Portal Instructions

Already have an account?
Simply login!

If you *do not* have a VFHY grant portal account, you will need to select the **Create New Account** button.

If an account *already exists*, the system will notify you. Please contact VFHY before you create a new account or for assistance in resetting your password.



[Access the Grant Portal ↗]

Create New Account

If you already have an Account, click the 'Cancel Account Creation' button to go to the Logon page

Using the browser's back button will delete your registration information.

This registration process has multiple steps you must complete before you can apply.

Fields with an asterisk (*) are required.

Organization Information

Organization Name*

Web Site

EIN / Tax Identification Number*

SAM.gov Registration Active*

Unique Entity Identifier (UEI)

A Unique Entity Identifier (UEI) is a 12-character alphanumeric code assigned by the U.S. government through SAM.gov. It identifies businesses and organizations that apply for or receive federal grants, contracts, and loans. It replaced the older DUNS number system.

Telephone Number*

Fax Number

Year Established*

Number of Employees*

Organization Email

Address 1*

Address 2

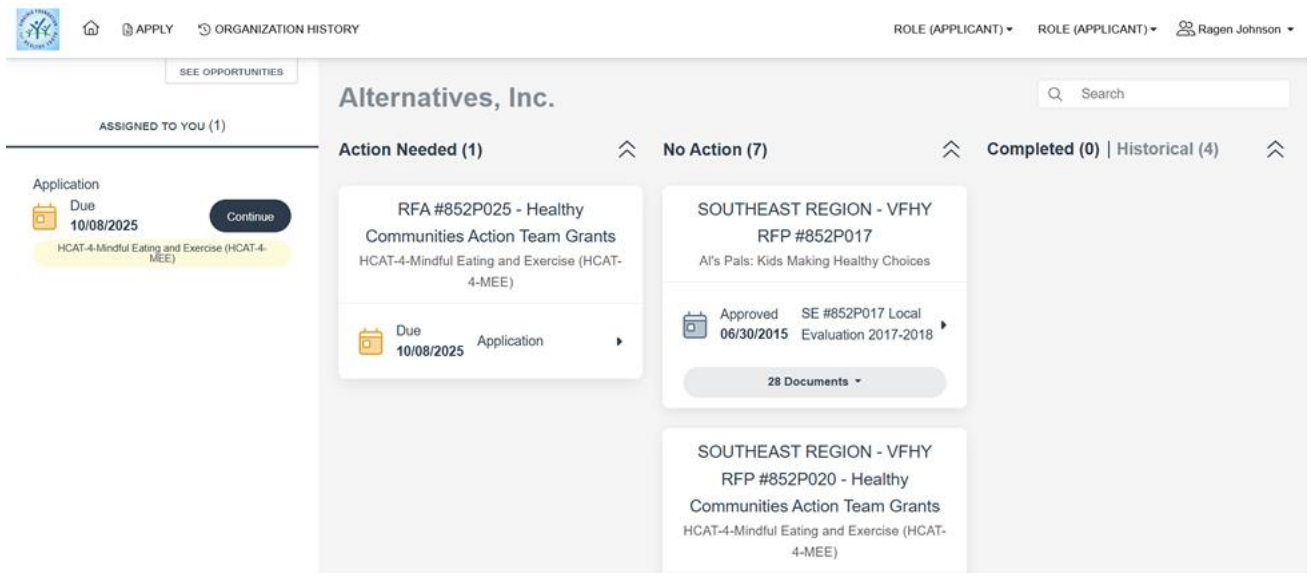
Application Dashboard

The dashboard shows your agency's grant history.

Select Apply at the top of the screen. You will be applying for: **852P026 – Youth Substance Use Prevention**.

Click on the APPLY button.

If your organization is awarded funding, you'll continue using the Grant Portal for reporting purposes throughout the grant term.



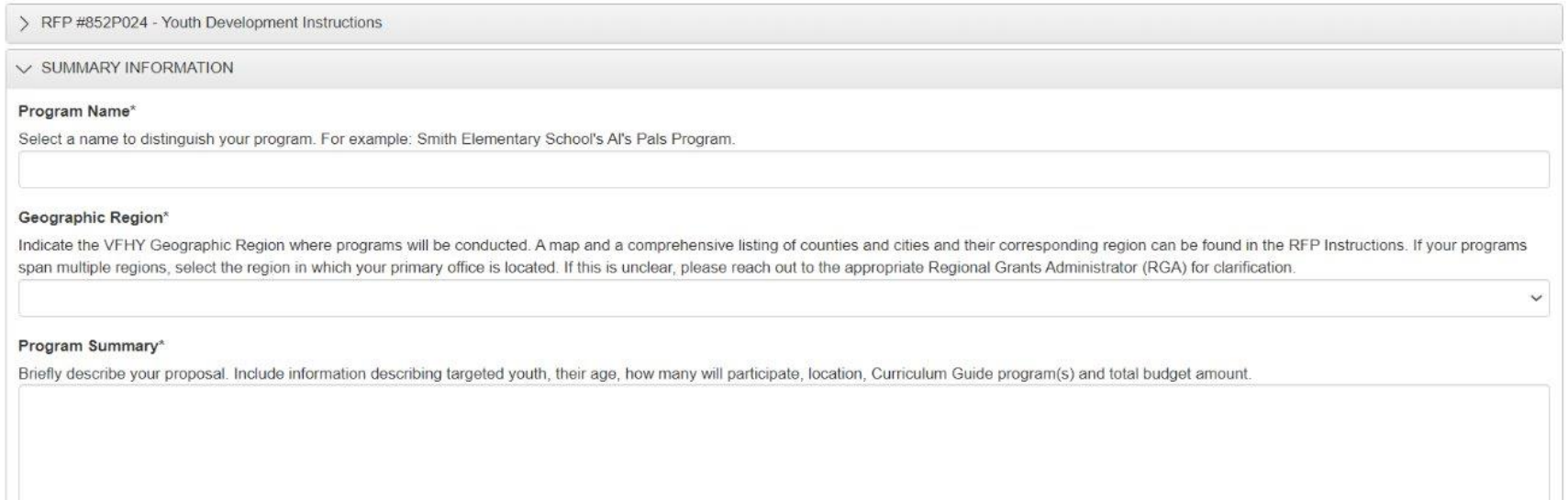
Application Page

We recommend drafting your responses in Microsoft Word, then copying and pasting them into the application.

- **Some questions include dropdown menus, such as the Geographic Region field shown below.**
- **In the upper-right corner of the application, you'll find options to preview the application form or print the questions.**

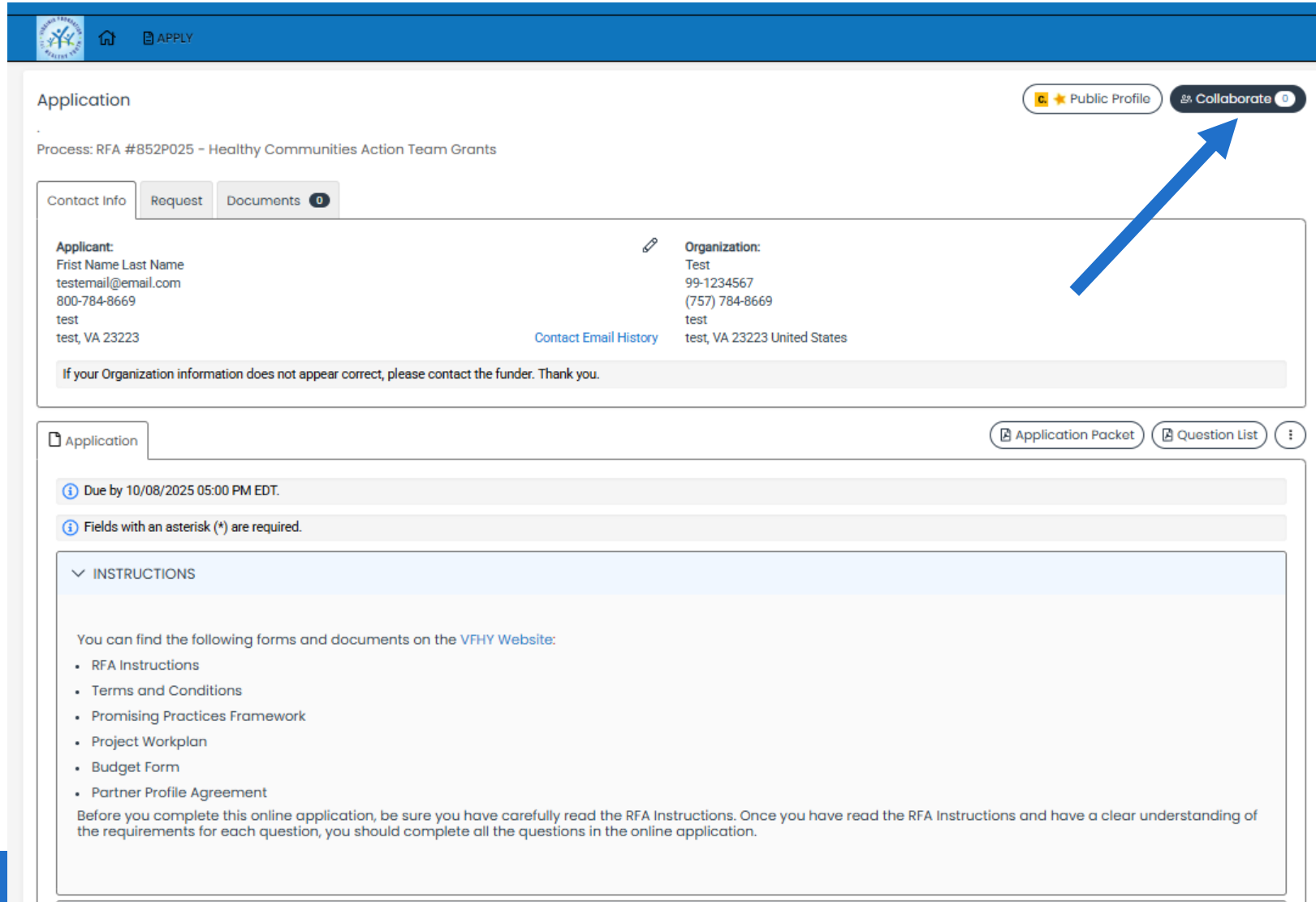
All of the questions in the application are required.

You may save your work and come back.



Collaborate Feature

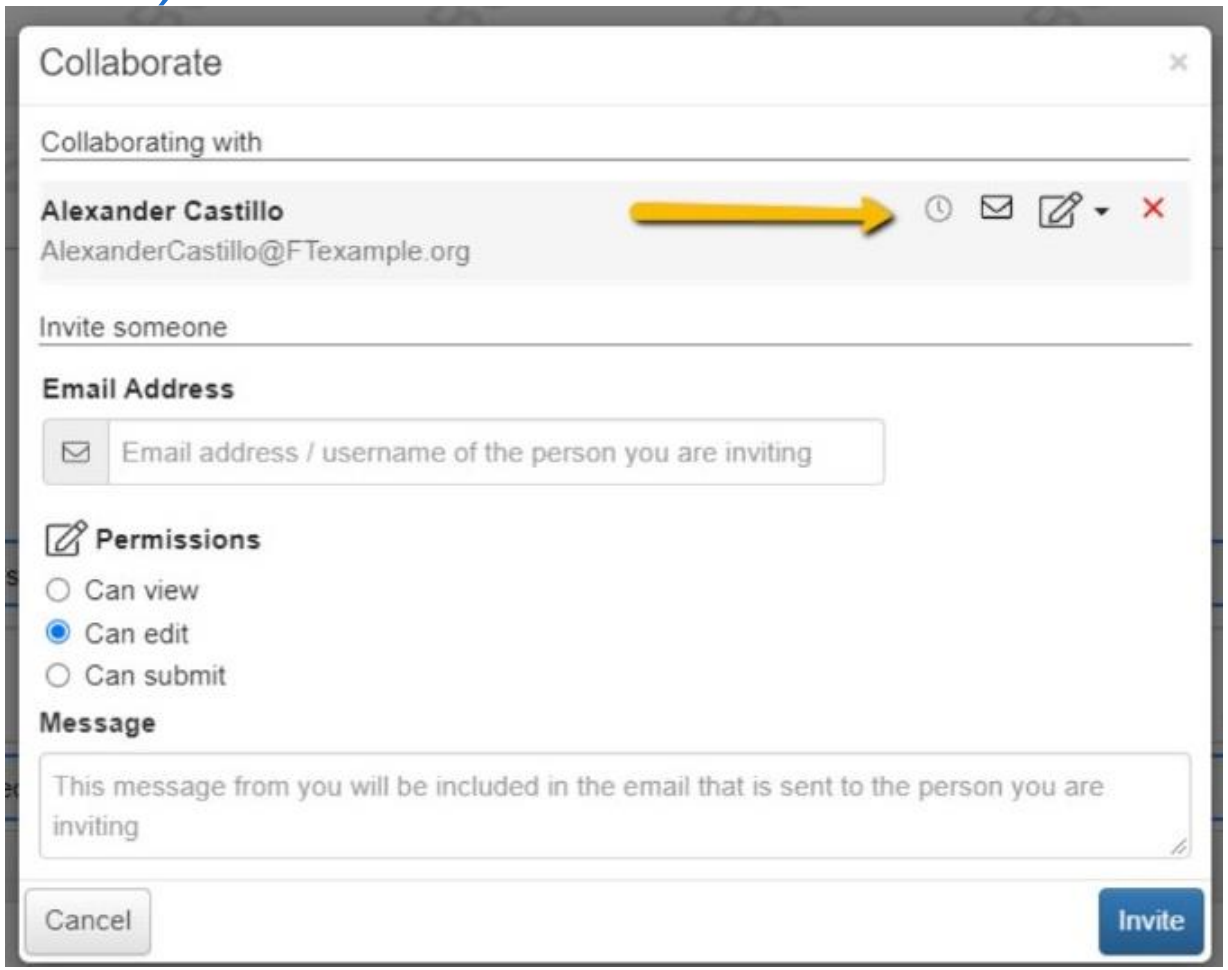
- The collaborate feature allows others to view, edit, submit your Application.
- Simply click on the Collaborate Button and you will be asked to add the email address of your collaborator.



Collaborate Feature *(continued)*

- **Choose a collaborator** who is already associated with your organization, or add a new person.
- **Enter the collaborator's email address** and **select their level of access**.
- The collaborator will receive an email with a link to sign in. They'll use their email address and create a password.
- You can update their level of access at any time and include a message with the invitation.
- **Select Invite** to send the invitation.

Contact staff if you need any assistance with this feature.



Memorandums of Agreement

- **MOAs: Memorandums of *Agreement***, not letters of support, must be submitted for all partners and collaborators.
  - School-based programs require signed MOA's from principals and an appropriate official from the school division central office (e.g. Director of Instruction, Assistant Superintendent, or Superintendent etc.).
  - Applicants should include all MOAs combined into one file prior to uploading into your application.
- Documents with original signatures or a verified digital signature (e.g. DocuSign, Adobe) are acceptable.
  - Signatures that are computer-generated without a digital verification are ***not acceptable***.



Uploading Documents to Application

Types:

- PDF's, Microsoft Word, Microsoft Excel
- Upload Budget and Workplan in original format (Excel or Word)

Upload

- Save the downloaded form to your computer, rename, complete, edit, save and *upload*.
- New uploads overwrite previous uploads.



Terms and Conditions

Applicants must agree to the VFHY Terms and Conditions as part of their application.

Please read and enter the name of your organization's **Authorized Representative** in this area of the application. By doing so, you certify that the Authorized Representative agrees to comply with all conditions.

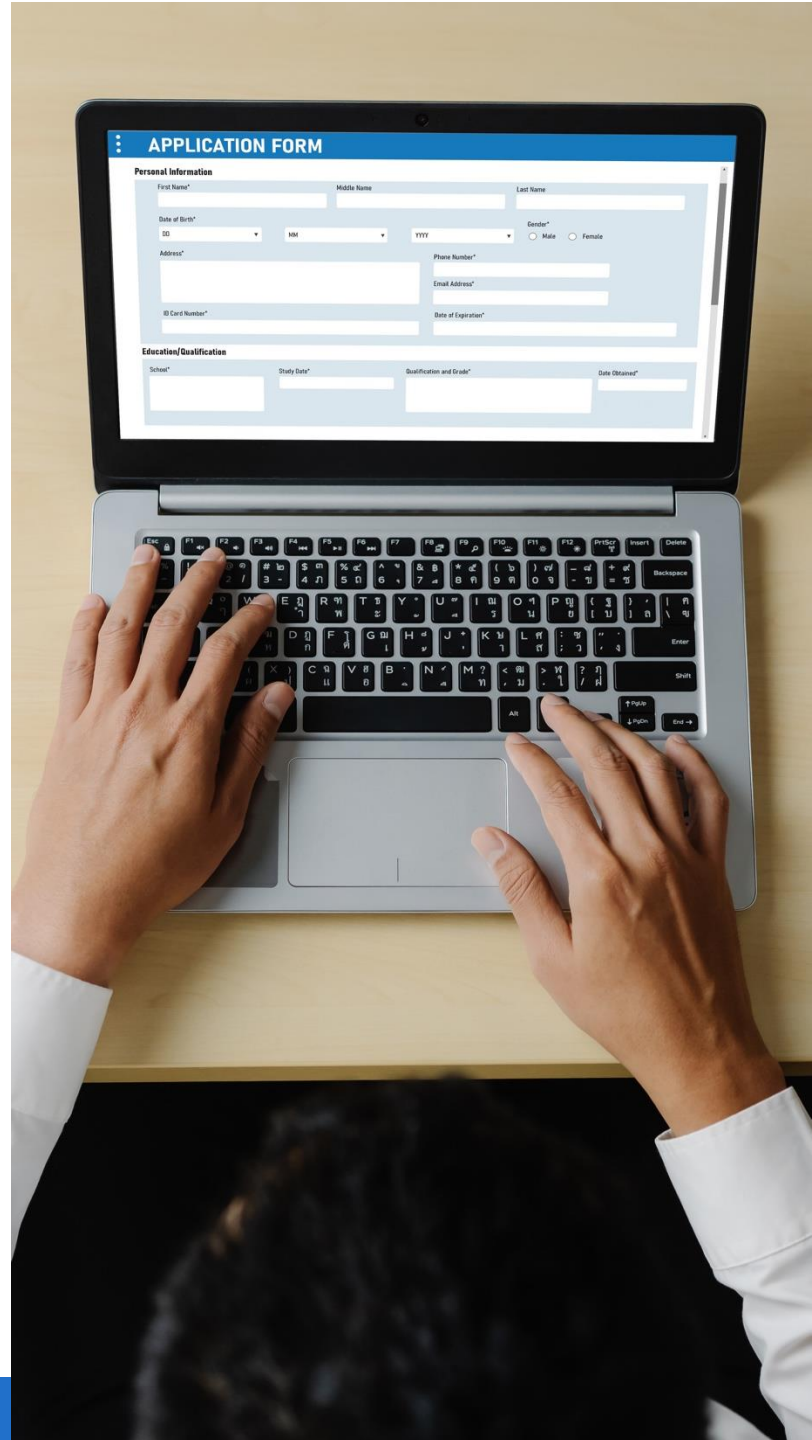
NOTE: This also certifies that at least one member of your organization watched the prerecorded pre-Application Webinar for this RFA.

Common Issues in Applications Not Funded

Weak Workplan: Missing strategies, not SMART objectives, didn’t align with budget or narrative.

Budget Problems: Vague, missing calculations, didn’t match workplan, or included inappropriate costs.

Disorganized Submission: Incomplete or confusing, disconnected narrative.



Final Reminders

Before you begin, identify your **Region**.

- **Complete all Application Questions**
- **Upload 1 Workplan**
  - Years 1, 2 and 3 combined
- **Upload 1 Budget Form**
  - 3 tabs labeled for Years 1, 2 and 3
- **Upload MOA**
- **Re-read** (2nd pair of eyes)
- **Submit by 5:00 p.m., October 29**



Questions? We're Here to Help

If you have general questions about the RFA, please contact **Director of Programs Michael Parsons** at mparsons@vfhy.org.

If you have any specific questions about your application, please contact the Regional Grants Administrator (RGA) for your region.

Terri-ann Brown
Central Region
tabrown@vfhy.org

Lisa Brown
North Region
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Judy Sparrow
Southeast Region
jsparrow@vfhy.org

Jenny Martin
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jmartin@vfhy.org