



Maui United Way

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Request for Proposal (RFP)
for
Maui United Way's Sentry Mālama Nā Keiki Initiative: Mental Health Support for
Children Impacted by the Maui Wildfires

Date Issued: February 7, 2025

Proposal Due Date: February 28, 2025, 5 p.m. (HST)

Overview:

Maui United Way (MUW) is seeking proposals to implement Maui United Way's Sentry Mālama Nā Keiki Initiative, a mental health support program for children and adolescents impacted by the 2023 Maui wildfires. This is the second year of the initiative, which has been generously funded by the Sentry Foundation and managed in collaboration with MUW, that aims to provide direct mental health support, community engagement, and professional development for local mental health providers.

The selected organization will be responsible for executing community-based outreach, counseling services, psychoeducation, and resource connection to support the well-being of children affected by the disaster. This funding is to be used as a funder of last resort and health insurance should be utilized when possible. Funding should be used when there is documented lack of providers, client is on a wait list, or client is waiting for insurance approval to not interrupt access to care. Preference will be given to proposals from qualified nonprofit organizations or fiscally sponsored entities.

Scope of Work:

The selected contractor will be responsible for the following key activities:

1. Mental Health Service Delivery

- Provide trauma-informed mental health counseling and casework for affected children and adolescents.
- Offer mobile outreach services targeting underserved and displaced populations.
- Conduct psychoeducational workshops for families, educators, and caregivers.

2. Community Engagement & Capacity Building

- Facilitate at least 15 partnerships with local schools, healthcare providers, and community organizations servicing youth and their families.
- Host or take part in at least 25 healing-centered and other informational community events to promote social-emotional learning and mental health awareness.
- Develop and implement 4 cultural competency training courses for mental health providers and others interacting with our community's youth.

3. Professional Development & Workforce Expansion

- Establish a mentorship pipeline for paraprofessionals to receive licensure hours and training.
- Provide ongoing training for mental health professionals on disaster-response counseling strategies.

4. Program Monitoring & Evaluation

- Maintain records of duplicated and unduplicated youth served.
- Submit quarterly operational and financial reports to MUW.
- Conduct quarterly impact assessments, identifying program successes and areas for improvement.

Funding & Budget:

MUW will provide funding to support program implementation, including staff salaries, outreach materials, and operational costs. The total available funding for this initiative is **\$850,000.**

Proposals must include a detailed budget that outlines:

- Staffing and personnel costs
- Training and professional development expenses
- Community outreach and engagement activities
- Operational and administrative costs

Eligibility & Proposal Requirements:

Eligible applicants must meet the following criteria:

- Be a **501(c)(3) nonprofit organization** or have a **fiscal sponsor**.
- Have experience in **mental health service provision** with a focus on youth populations.
- Demonstrate **cultural competency and community engagement expertise**.
- Provide proof of **general liability (\$2.5M/\$5M) and professional liability insurance (\$2M/\$4M)**.

Proposal Submission Requirements:

1. **Cover Letter** – Brief introduction summarizing the organization’s qualifications.
2. **Organization Overview** – History, mission, relevant experience, and key personnel.
3. **Proposed Program Plan** – Approach to executing the scope of work, including outreach strategies and evaluation methods.
4. **Budget & Financial Plan** – Itemized cost breakdown.
5. **Letters of Support** – From community partners or collaborators.
6. **Proof of Nonprofit Status or Fiscal Sponsorship Agreement**.

Proposal Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- **Program Approach (30%)** – Effectiveness and feasibility of service delivery and outreach strategies.
- **Experience & Qualifications (25%)** – Demonstrated expertise in mental health service provision.
- **Community Partnerships (20%)** – Strength of collaborations with local organizations.
- **Budget & Cost Efficiency (15%)** – Clear financial plan with reasonable and justified expenses.

- **Capacity to Meet Reporting & Compliance Requirements (10%).**

Submission Instructions:

Interested organizations must submit their proposals **electronically** to Jason@MauiUnitedWay.org by **February 28, 2025 at 5P HST**.

For questions or clarifications, please contact our Director of Impact, **Jeeyun Lee**, at Jee@MauiUnitedWay.org.

MUW reserves the right to reject any and all proposals or cancel this solicitation at any time. The selected contractor must comply with all applicable federal, state, and local regulations governing this funding.

Timeline:

- **RFP Release Date:** February 7, 2025
- **Proposal Submission Deadline:** February 28, 2025, 5P HST
- **Award Notification:** March 10, 2025
- **Project Start Date:** April 25, 2025
- **Project End Date:** April 24, 2026

Maui United Way looks forward to partnering with an organization committed to providing essential mental health support for Maui's children as they recover from the impacts of the wildfires. **Mahalo for your dedication to our community!**