

Division of Mental Health and Addiction Services

Improving Access to 988 Suicide and Crisis Lifeline Services RLI
Awarded: April 24, 2025

Name of Program: Improving Access to 988 Suicide and Crisis Lifeline Services RLI

Purpose: This Request for Letters of Interest (RLI) is issued by the Department of Human Services (DHS), Division of Mental Health and Addiction Services (DMHAS) to the two (2) current 988 Lifeline center agencies that have State contracts expiring as of March 31, 2025. The focus of this RLI is to provide funds for increasing capacity of staff and response structure to improve access to 988 services throughout the State of New Jersey with the goal of increasing the in-state response to 988 Lifeline calls, texts and chats. The funding for this RLI is specifically dedicated to maintaining and adding to the number of staff qualified to answer contacts and make follow-up contacts related to suicide prevention and mental health and substance use crisis.

Agency Name	CEO / EX. DIRECTOR	Annualized Amount Funded	Minimum # of 988 contacts (calls/texts/chats) answered annually
Contact of MERCER County	Eleanor Letcher	\$2,192,811	36,000
Caring Contact	Mary Claire Givelber	\$861,268	15,960