



Mayors Wellness Campaign Mental Health Initiative

In partnership with the New Jersey League of Municipalities, and funded by Walmart, the Quality Institute's Mayors Wellness Campaign (MWC) is issuing a request for proposals focused on addressing community mental health needs. Programs can address mental health, substance use, intimate partner violence, and/or stigma.

Funding Available

Eligible municipalities can apply for funding amounts of \$5,000, \$10,000, or \$15,000. There will be up to 10 awards totaling \$67,500.

Eligibility

Eligible applicants must be:

- A New Jersey municipal government agency.
- Part of the Mayors Wellness Campaign (if you are unsure if your municipality is part of the MWC or to sign up, reach out to kbisaha@njhcqi.org.)
- Only one application per municipality will be accepted.
- If the municipality received a 2024 MWC Mental Health Initiative Grant, they must be in good standing on current grant requirements to apply.

Schedule

RFP Announced:	July 14, 2025
RFP Opens:	August 1, 2025
Technical Assistance Webinar:	August 6, 2025 12pm
Responses Due:	September 12, 2025 5pm
Award Notification:	October 20, 2025
Contract Period:	November 1, 2025- October 31, 2026
Schedule of Interventions Due:	January 2026
Interim Reports Due:	May 2026
Final Reports Due:	November 2026

Scope of Work

MWC towns are invited to apply for funding amounts of \$5,000, \$10,000, or \$15,000 to create a project to address mental health, substance use, intimate partner violence and/or stigma in their communities.

We are especially interested in mental health initiatives that:

- Use the MWC to plan, develop, and carry out programs,
- Focus on underserved and marginalized populations,
- Provide community education about mental health, substance use, intimate partner violence and/or stigma,
- Promote and increase access to healthy coping strategies in times of stress and crisis,
- Help community members feel a sense of belonging,
- Utilize a holistic approach to promote health and wellbeing,
- Increase access to affordable mental health care.

The [MWC Mental Health Toolkit](#) includes some examples of community programs that may be helpful as you plan your project.

How to Apply

Submit your application by 5:00 p.m. on September 12, 2025, as a single PDF to kbisaha@nihcqi.org.

Late submissions will not be accepted. You will receive an email confirming that your application has been received. If you do not receive an email confirmation, your application was not submitted.

Application Format Requirements

Application must be no more than 4 pages, use single spacing, Times New Roman, Size 12 font. Applications should include answers to all questions listed below. Applicants will also submit the budget form provided by the Quality Institute (the budget form does not count toward the page limit).

Application questions:

1. Name of the municipality:
2. Mailing address:
3. Name of individual responsible for the proposed grant reporting:
4. Email address and telephone number of the individual responsible for the proposed grant reporting:
5. Secondary name and contact information for the proposed grant reporting:
6. Request amount (\$5,000, \$10,000, or \$15,000):

7. Project description: Briefly describe your project. What is it? What will it look like? Be sure to clearly explain how your program connects to one or more of the following focus areas: mental health, substance use, intimate partner violence and/or stigma. Avoid assumptions—describe the connection explicitly. (150-200 words)
8. Project goals: What is the main goal of your project? What changes do you hope to make in your community? (100-150 words)

Try to write your project goal as a [SMART goal](#). This means it should be Specific, Measurable, Achievable, Realistic, and Time-bound.
9. Target population: Who is your project for? Tell us about the main group of people it will help. Include demographic details (e.g., age, race/ethnicity, gender identity, income level, etc.) and why this group was selected. (150-200 words)

Clearly identifying a specific target population will strengthen your application. General responses like “everyone” make it difficult to assess the program’s focus and potential impact.
10. Underserved communities: Will your project help underserved group(s) in your community? Who are they? Why do they have a harder time getting the care or support they need? How will your program help meet their needs? (150–200 words)

Underserved groups are people who may have a harder time getting health care, services, or other support because of things like income, race or ethnicity, language, where they live, age, disability, gender identity, sexual orientation, or immigration status. These challenges can lead to worse health and fewer opportunities to stay safe and well.
11. Community Partners: List the groups or organizations that will help with this project (e.g., municipal departments, schools, health systems, providers, or community organizations). Describe how you will work with them. Including partner(s) with mental health expertise is strongly recommended. (100–150 words)
12. Project activities and projected timeline: What are the main activities your project will include? Provide a general timeline for your project. You may list this information in a timeline, chart, or bulleted list. (150–200 words)
13. Project evaluation: How will you know your program is working? What will you look at or measure? How will you collect this information? Include specific metrics (e.g., number of people served, pre/post surveys, outcome data), and methods (e.g., qualitative interviews, quantitative data). (150–200 words)
14. Sustainability: What will happen to the program after the grant ends? Do you have any plans to continue it? If yes, how? For example, will you look for new funding, work with partners, or connect it to other efforts in your community? (100–150 words)

Reminder: Your full application, including all responses, must fit within 4 pages in total. This does not include the budget. Applications that exceed this limit may not be fully reviewed.