



ANDREW M. CUOMO  
Governor

ANN MARIE T. SULLIVAN, M.D.  
Commissioner

CHRISTOPHER TAVELLA, Ph.D.  
Executive Deputy Commissioner

June 15, 2018

Dear Community Partner,

The New York State Office of Mental Health (OMH) is making available funding for projects to promote stigma reduction. These funds are from the revenues received through the voluntary tax check off program. This program, approved by the legislature in 2016, allows tax payers, on their NYS tax filing, to designate a contribution to the fund to promote the reduction of stigma towards persons with mental illness.

These funds will be made available each year subject to the funds collected through taxpayer designations. For 2018, OMH has approximately \$75,000 available for awards. Projects need to be completed within the 9/1/18-6/30/19 time frame. The maximum award to any one agency will be \$5,000. OMH intends to select at least two projects in each of the 5 OMH regions. Agencies chosen for funding must have at least one year of experience serving persons with mental illness.

In order to be considered, projects need to address one or more of the goals below:

1. Education - Activities intended to combat the stigma and discrimination in schools that interferes with the ability of students with mental illness to fully participate in the educational environment. Activities meeting this goal will receive higher consideration.
2. Underserved Populations – Activities that provide cultural competence using an innovative approach to reducing stigma in underserved populations. Activities meeting this goal will receive higher consideration.
3. Housing - Activities intended to combat the stigma and discrimination in housing which keep people with mental illness from obtaining safe affordable housing.
4. Employment - Activities intended to combat the stigma and discrimination in the workplace that make it difficult for persons with mental illness to find and keep meaningful jobs.
5. Parenting - Activities intended to combat the stigma and discrimination experienced by individuals with mental illness who are also parents.
6. Media - Activities intended to combat the stigma, discrimination, and negative stereotypes in the media. This could also include social media.

7. Health Care - Activities intended to combat the stigma and discrimination in the health care system that leads to people with mental illness not receiving certain types of health care that they need.

Activities include, but are not limited to: advertising, flyers, speakers, training, and multimedia productions. These funds cannot be used to cover the cost of food, conference travel, or other purchases precluded by law or regulation.

To be considered for these funds, proposals must include:

- Focus Area – State the area or areas from the list above that will be the focus of the project.
- Timeframe – Identify timeframe of activity. This should account for the short-term nature of the funding.
- Target Audience – Identify target audience these activities seek to focus on.
- Staffing Plan – List staff and consultants involved, including names of individuals if known.
- Budget – Provide detailed, line item, accounting of the use of funds, where applicable provide:
  - Identify per item costs and quantities
  - Notate speaker fees
  - Itemize staff time and associated costs
  - Detail advertising or promotional costs
- Deliverables – Listing of any specific products or projected numbers of presentations this project will deliver.
- NYS OMH-Recognition – Identify how the project will recognize NYS OMH Anti-Stigma Funding as the source of support for your program.
- Contact Person – Provide contact detail (name, phone number, e-mail address) for individual who can answer questions in reference to the proposal submission.
- Contract/Invoice Information – Provide contact information including name and address purchase order should identify and be mailed to.

Projects selected for funding will receive a 75% advance of the funding for their project. All projects are to be completed within the 9/1/18 – 6/30/19 timeframe. Upon completion of the project, providers are required to submit a final claim which must include a full accounting and supporting documentation for expenditures. At that time the remaining 25% can be claimed. Any unspent funds must be returned. Providers filing a CFR must report these funds and related expenditure on their CFR. Information on claims reporting will be provided at the time of award.

Any questions regarding these funds should be directed to Joseph Swinford by email [joseph.swinford@omh.ny.gov](mailto:joseph.swinford@omh.ny.gov) or phone (518) 473-6579.

Completed project proposals must be received by July 31, 2018. Hard copy submission must be mailed to:

Community Budget and Financial Management  
Office of Mental Health  
44 Holland Ave, 7<sup>th</sup> Floor  
Albany, NY 12229  
Attn: Carol Swiderski

We are excited about this opportunity and look forward to working with you to improve the lives of those we serve.