



# PROJECT BUILD UP

Tips for a Successful Application  
May 15, 2025

# Introductions



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*Manager*



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# House Keeping

- If you have any logistical or content questions, please type them into the Q&A box.
- Close Captions/transcription is available upon request. Click the CC/Live Transcript button on the bottom of your screen.

# Learning Objectives:

- 1 Understand how the narrative, work plan, and budget work together to create a cohesive and compelling application.
- 2 Review the narrative questions and scoring criteria to better understand what reviewers are looking for.
- 3 Identify the eligibility category that best fits your organization.
- 4 Learn how to tailor your narrative, work plan, and budget to strengthen your application within your specific eligibility category.

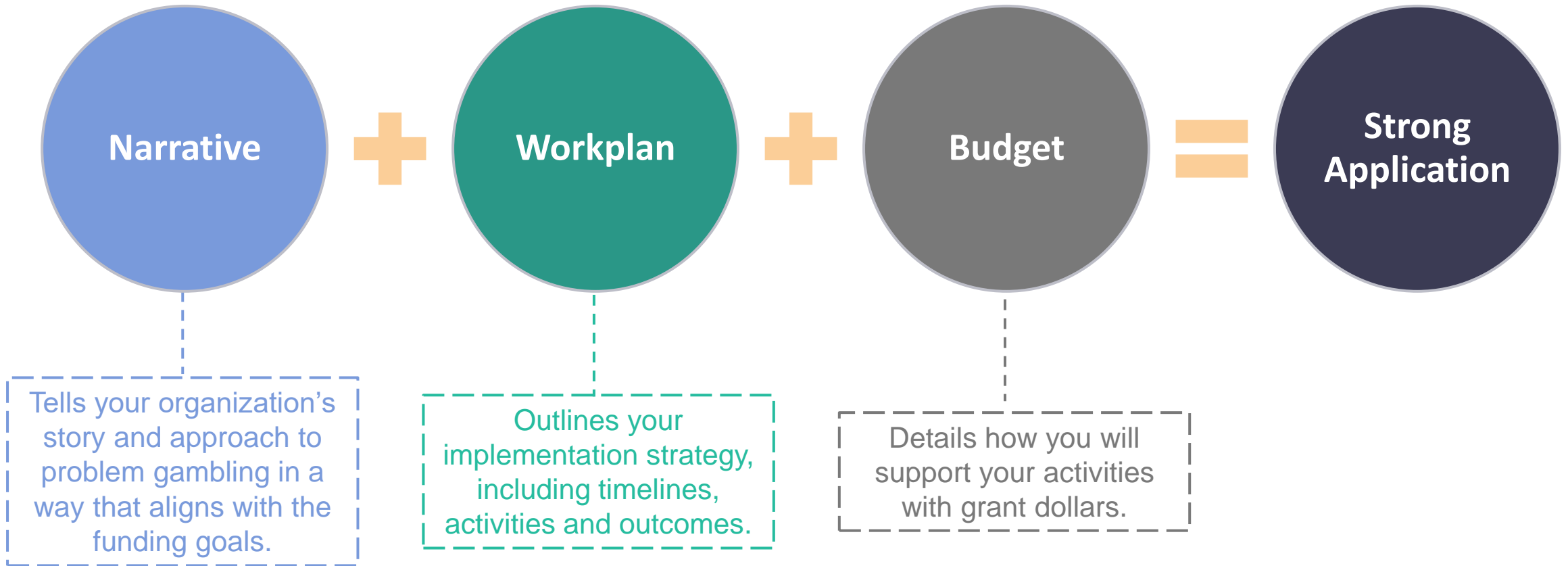
# Funding Opportunity At-A-Glance

<b>Available Funding</b>	Up to twenty (20) awards of up to \$25,000 per year for two years. Maximum of up to \$50,000 per organization.
<b>Grant Start Date</b>	September 1, 2025
<b>Eligible Applicants</b>	Massachusetts based non-profit 501(c)3 organizations or groups with a 501(c)3 fiscal sponsor are eligible to apply.
<b>Eligible Activities</b>	Activities that aim to increase the capacity for community-based organizations and service providers to promote and provide problem gambling treatment services in Massachusetts.
<b>Application Deadline</b>	Monday, June 2, 2025, at 11:59 PM EST
<b>Funding Notifications</b>	August 1, 2025
<b>Contact</b>	<a href="mailto:projectbuildup@hria.org">projectbuildup@hria.org</a>
<b>Website</b>	<a href="https://www.m-tac.org/pbu-grants/">https://www.m-tac.org/pbu-grants/</a>

# Quick Tips

- Carefully read all the grant materials
- Be sure to understand the application
- Is this the right opportunity for your organization?
- Get an early start, setup your Blackbaud account

# What makes a strong application?



# Purpose of Funding

- Expand capacity to promote and provide **outpatient problem gambling treatment services**.
- Build **workforce capacity** to serve identified **target populations**.
- Prioritize organizations serving **populations at higher risk** for problem gambling.
- Integrate racial equity, lived experience, and culturally responsive strategies.



# Overview of Narrative Questions

<b>Organization Overview (5pts)</b>	Provide a brief summary of your organization's mission, services, and the community you serve.
<b>Capacity Building Needs (20pts)</b>	Explain how this funding will help grow your ability to provide problem gambling treatment, including current efforts, challenges, and how the grant will address them.
<b>Approach (20pts)</b>	Describe your overall strategy for tackling problem gambling, especially how you integrate lived experience, racial equity, and cultural responsiveness.
<b>Proven Commitment to Target Populations (20pts)</b>	Highlight your track record of engaging and serving the target population, including the methods and relationships you've built.
<b>Innovation (15pts)</b>	Outline creative or non-traditional approaches your organization is using or planning to use to expand access to problem gambling services.
<b>Feasibility (20pts)</b>	Outline a well-structured work plan and budget that align with the goals of this funding opportunity.

# Continuum of Behavioral Health and Addiction

## Prevention

- Screening and outreach programs that screen for addictive behaviors.

## Treatment

- Clinical and other types of approaches to treat addictive behaviors.

## Recovery

- Programs to support recovery for addictive behaviors/addiction, including peer-supported and peer-led recovery.

# Eligible Applicants

<b>Existing Problem Gambling Treatment Providers</b>	Community-based organizations and service providers already offering problem gambling treatment to target populations, including MDPH Bureau of Substance Addiction Services (BSAS) outpatient substance use treatment programs.
<b>New Providers Committed to Treatment Services</b>	Community-based organizations and service providers that serve target populations and plan to begin offering outpatient treatment services by the end of the grant period.
<b>Referrals and Workforce Capacity-Building Partner</b>	Community-based organizations that do not currently provide treatment services but have an established or will be establishing a partnership with a therapeutic or clinical treatment provider.

# Existing Problem Gambling Treatment Providers

- Community-based organizations and service providers already offering problem gambling treatment to target populations.
- Including MDPH Bureau of Substance Addiction Services (BSAS) outpatient substance use treatment programs.
- Must successfully demonstrate how they will expand their capacity to strengthen workforce development and enhance treatment services within the grant period.

# Existing Problem Gambling Treatment Providers

Some examples of workforce development and other activities eligible for funding

- Certifications, training, and continued learning opportunities
- Salary support for clinicians who are providing problem gambling treatment services
- Stipends for staff, consultants, and individuals with lived experience to build knowledge and skills, support outreach, and deliver services for problem gambling
- Material development, website enhancements, or other outreach efforts
- Collaboration with local small businesses to identify job opportunities and connect individuals to employment
- Developing and implementing evaluation tools
- Reimbursement

# Existing Problem Gambling Treatment Providers

## NARRATIVE

- Highlight your track record and outcomes in providing treatment services.
- Emphasize how additional funding will expand or enhance what you're already doing.

## WORKPLAN

- Clearly outline specific steps to scale or strengthen current services
- Show how efforts align with existing programming for seamless integration.

## BUDGET

- Allocate resources to training or infrastructure that will improve service delivery and access.

# New Providers Committed to Treatment Services

- Community-based organizations and service providers that serve target populations and plan to begin offering outpatient treatment services by the end of the grant period.
- Must successfully outline a clear roadmap for building workforce capacity and establishing treatment services within the grant period.

# New Providers Committed to Treatment Services

Some examples of workforce development and other activities eligible for funding

- Hosting listening sessions, focus groups, or community events to better understand community needs and tailor services accordingly.
- Developing policies, protocols, and workflows to integrate problem gambling treatment into existing services.
- Establishing referral networks with other providers, such as mental health, substance use, and primary care organizations, to ensure a continuum of care.
- Partnering with experienced providers for guidance and support in implementing effective problem gambling treatment programs.



# New Providers Committed to Treatment Services

## NARRATIVE

- Lay out a strong, achievable roadmap for building treatment capacity within the grant period.
- Describe early efforts in prevention and how they support preparedness and a foundation for treatment services.

## WORKPLAN

- Detail the steps from current prevention work to establishing treatment services
- Build in technical assistance and data collection.

## BUDGET

- Prioritize infrastructure and training costs
- Ensure funds align with building a sustainable treatment infrastructure.

# Referrals and Workforce Capacity-Building Partner

- Community-based organizations that do not currently provide treatment services but have an established or will be establishing a partnership with a therapeutic or clinical treatment provider.
- Must use grant funding to build organizational capacity and workforce of Outreach Coordinators & Ambassadors (or a similar position) to expand outreach and increase referrals to their treatment partner.
- A completed partnership letter from the treatment provider must be submitted as part of the application to ensure a coordinated, joint approach under a single applicant.

# Referrals and Workforce Capacity-Building Partner

Some examples of workforce development and other activities eligible for funding

- Strengthen internal systems to identify, screen, and refer individuals to treatment.
- Host outreach and education events to raise awareness about problem gambling and promote treatment services offered by partner organization.
- Collaborate with treatment partners to co-design referral processes, coordinate care, and share data.
- Hold regular check-ins with partners to track referrals, address challenges, and improve coordination.

# Referrals and Workforce Capacity-Building Partner

## NARRATIVE

- Emphasize your prevention efforts and relationships with target populations.
- Highlight how outreach and referrals will close access gaps.

## WORKPLAN

- Outline how you will train and support outreach.
- Include shared activities with your treatment partner
- Show alignment with your partner's treatment workflows to ensure continuity of care.

## BUDGET

- Include stipends, travel, or incentives that increase accessibility for target populations.
- Coordinate with your partner's services to avoid duplication and maximize impact.

## PARTNERSHIP LETTER

- Describe the strength of your partnership
- Clarify roles and responsibilities

# Reminders

- Review, review, review!
- Have someone else review the narrative with “fresh eyes,” including internal and external colleagues.
- Ensure that you followed the word count, font size and other required formats.
- Conduct a final checklist review on templates, attachments, etc.
- Don’t wait until the last minute.

# Applicant Support

- **Office Hours** on May 20th and 27th, 2-3PM
- **Kickoff & Informational Session** (Recording)
- **Blackbaud Portal Walkthrough** (Recording)
- **Budget Development** (Recording)
- **Frequently Asked Questions** (FAQ)



# Q&A

# Contact Information

- Website: <https://www.m-tac.org/pbu-grants/>
- Questions: [projectbuildup@hria.org](mailto:projectbuildup@hria.org)
- For technical support with the Blackbaud portal, email [grants@hria.org](mailto:grants@hria.org) and use “Project Build Up 2.0” as the subject line.