

MONTHLY NEWSLETTER

September 2024



MOVE YOUR MISSION FORWARD

PARTNER WITH REA ANALYTICS

Award Announcement: Genesee Adult Drug Court

Congratulations to the Genesee Adult Drug Court for being awarded the SAMHSA Grant! This funding affirms the life-changing work you do every day. With this sustained support, you'll be able to offer even more services and welcome more participants into your program, helping individuals and families on their journey to recovery. This is a major step forward in expanding access to vital substance use disorder treatment, and it reflects your commitment to strengthening our community. We're excited to see the positive impact you'll continue to make!

Grant Procurement

REAnalytics continues to monitor FY 2024 grants as new opportunities for 2025 are continuously forecasted. We will update relevant grants in our [blog](#) and newsletter.



Funding Opportunities

This list of 2024 and 2025 funding opportunities is regularly updated

This list of 2025 forecasted grants and current funding opportunities is regularly updated on the REA Analytics [blog](#).

[Schedule](#) a FREE application meeting to discuss your grant opportunities.

Homeless Youth

Forecasted Opportunity

[HHS-2025-ACF-ACYF-YO-0108](#) - Due date May 1, 2025 up to \$150,000

FY25 Street Outreach Program

Marriage and Family Relationships

Forecasted Opportunity

[HHS-2025-ACF-OFA-ZB-0109](#) - Est. Post Feb 28, 2025 up to \$1,250,000

Family, Relationship, and Marriage Education Works - Adults (FRAMEWorks)

[HHS-2025-ACF-OFA-ZD-0013](#) - Est. Post Feb 28, 2025 up to \$1,250,000

Relationships, Education, Advancement, and Development for Youth for Life (READY4Life)

[HHS-2025-ACF-OFA-ZJ-0014](#) - Est. Post Feb 28, 2025 up to \$1,250,000

Fatherhood - Family-focused, Interconnected, Resilient, and Essential (Fatherhood FIRE)

Mental Health

Open Solicitation

[SM-25-001](#) - Due September 12, 2024 up to \$1,000,000

Cooperative Agreements for Certified Community Behavioral Health Clinic Planning Grants

Opioid Response

Open Solicitation

[HRSA-25-010](#) - Due date April 16, 2025 up to \$300,000

Rural Communities Opioid Response Program-Overdose Response

Substance Abuse Prevention

Forecasted Opportunity

[SP-23-004](#) - Est. Due Date Feb 21, 2025 up to \$375,000

Strategic Prevention Framework – Partnerships for Success for Communities, Local Governments, Universities, Colleges, and Tribes/Tribal Organizations

Tribal and Local Governments

Forecasted Opportunity

[SM-23-021](#) - Due date March 6, 2025 up to \$250,000

Tribal Behavioral Health

[HHS-2025-ACF-ANA-NA-0114](#) - Due April 15, 2025 up to \$900,000

Social and Economic Development Strategies -SEDS

[Schedule](#) a FREE application meeting to discuss your grant opportunities.

Email rea@reanalytics.com to be included in this funding alert and receive qualifying grant announcements.

Expanding Program Access and Equity

10 STRATEGIES FOR REACHING
UNDERSERVED COMMUNITIES



Inclusive Outreach: Tailoring Services to Meet Diverse Needs

Engaging underserved communities effectively is a constant challenge for organizations with limited resources and tight schedules. However, reaching these vulnerable populations aligns with federal grant requirements and ensures that the benefits of your programs and services are distributed equitably.

According to the U.S. Department of Health and Human Services, underserved communities include racial and ethnic minorities, rural populations, LGBTQIA+ individuals, refugees, immigrants, low-income families, pregnant and expectant parents, and those lacking transportation, internet access, or English-language proficiency.

To help you refine your outreach efforts and ensure inclusivity, here are ten strategies to enhance program access and equity:

1. Conduct Needs Assessments

Regularly engage with community members to understand their specific needs and barriers. Tailoring your programs based on these insights ensures that they are relevant and accessible.

2. **Understand Your Audience**
Gain a deep understanding of the attitudes, beliefs and behaviors of the communities you serve. Customize your outreach to resonate with your audience, rather than settling for a one-size-fits-all approach.
3. **Build Community Partnerships**
Collaborate with local organizations, faith-based groups, and community leaders who already have gained trust and developed strong relationships with underserved communities. These partnerships can inform your outreach efforts and tailor your messaging to resonate with local values and needs.
4. **Expand Messaging Channels**
Promote your services through a wide variety of platforms, such as bulletin boards, church programs, and community group announcements. Provide information in many formats, including print, and ensure that your digital platforms are accessible to those with limited internet access.
5. **Offer Multilingual Support**
Ensure that your outreach materials and communications are available in the languages spoken by the communities you aim to reach. Hiring bilingual staff or translators can also help in delivering services more effectively.
6. **Provide Flexible Service Hours**
Offer services at various times, including evenings and weekends, to accommodate individuals with different work schedules or transportation challenges.
7. **Ensure Accessibility for All**
Make your facilities and services accessible to individuals and offer accommodations. This includes physical accessibility as well as ensuring that your online resources comply with web accessibility standards.
8. **Create Culturally Relevant Programs**
Design programs that respect and honor the cultural backgrounds of the communities you serve. Involving community members in the development of these programs can enhance their relevance and effectiveness.
9. **Develop Outreach Materials That Reflect Diversity**
Use images, language, and examples that reflect the diversity of the communities you are targeting. This approach helps in making your materials more relatable and welcoming.
10. **Evaluate and Adapt Your Strategies**
Regularly assess the effectiveness of your outreach efforts through feedback and data collection. Be prepared to modify your strategies based on what works and eliminate ineffective techniques, ensuring continuous improvement and greater impact.

Providing inclusive programs and services can improve outcomes and promote resilience among vulnerable communities. Participatory evaluations include feedback and insights from the people directly impacted by your program in the evaluation process. By gathering input from participants at every stage—whether it's during data collection, analysis, or even when reporting the results, REA supports adapting to what the participants need and making sure the

evaluation stays relevant to them. Involving people in these key steps makes evaluation more meaningful and the findings are more likely to lead to real improvements.

Use these strategies along with participatory evaluation to improve your organization's ability to reach and support underserved communities, encouraging a more equitable and inclusive society.