

Funding Proposal Template

Funding for CAMS trainings can come from various sources. It could be an individual, a community partner, a private foundation, a large public or private company, a state, or even a federal funding source. Sometimes funding grows out of an existing relationship. Other times, it comes from thoughtfully cultivating a new one.

This template is intended to serve as a flexible starting point for small- to mid-sized organizations to use when approaching a private funder. Whether your organization consists of 3 clinicians or 30, we hope you'll use part or all of it to save time and lighten the process, as you adapt it to your voice, tailor it to your audience, and reach your goals of saving more lives through evidence-based care.

KVC Health Systems and CAMS-care are available to assist you with completing a funding proposal, including outlining resources and costs. Please reach out to ceanderson@kvc.org or to training@cams-care.com for more information.

1. Letter of Introduction

- Provide a brief overview of your organization, the purpose of the proposal, and the reason you are approaching this funder. Highlight alignment between the funder's priorities and your initiative.
- **Suggested information to include:**
 - **Summary of programs and/or services**
 - **Mission/vision**
 - **# of clients served**
 - **Key outcomes**
 - **Existing relationship with the funder, if applicable**

2. Executive Summary

- Give a clear snapshot of the request, the need, the proposed solution, anticipated impact, and total funding request. Provide any relevant data supporting the project.
- **Suggested information to include:**
 - **Brief description of the CAMS training initiative**
 - **# of clinicians or sites involved**
 - **Expected clinical or operational improvements**
 - **High-level budget figures**

3. Background (Problem Statement, Objectives, and Goals)

- Describe the challenge or issue you aim to address using credible and relevant data or context. Explain who it affects, and why it matters now. Clearly state any measurable objectives and desired outcomes.
- **Suggested information to include:**
 - **National, regional, and/or organizational suicide-related data**
 - **Service and gaps (wait times, lack of trained providers, rural access issues)**
 - **Organizational goals such as expanding suicide-specific capacity, improving care quality, or reducing acute care utilization**

4. Statement of Work

- Outline the program, target population, core activities, implementation approach, and how it will be sustained beyond initial funding, if applicable.
- **Suggested information to include:**
 - **Format of trainings (virtual workshops, consultation calls, certification pathways)**
 - **Target participants (community clinicians, hospital staff, crisis teams, school mental health providers)**
 - **Integration into existing workflows or clinical pathways**
 - **Plans for ongoing supervision or internal champions after initial funding**

5. Project Milestones (Key Deliverables)

- Identify major phases, deliverables, and timeline benchmarks that demonstrate progress and accountability.
- **Suggested information to include:**
 - **Number or percentage of clinicians trained or implementing CAMS in practice**
 - **Implementation benchmarks (e.g., adoption into intake procedures)**
 - **Timeline checkpoints such as training completion, follow-up consultation, or outcome reporting**

6. Budget and Financial Information

- Share a summary budget, total funding requested, major cost categories, and any co-funding or long-term financial sustainability considerations.
- **Suggested information to include:**
 - **Training fees, materials, and consultation support**
 - **Staff time or backfill coverage**
 - **Evaluation or reporting costs**
 - **Matching funds, in-kind contributions, or future sustainability plans, if applicable**

7. Monitoring and Evaluation

- List metrics, KPIs, and evaluation methods that will measure success. Include reporting expectations and how results will inform continuous improvement.
- **Suggested information to include:**
 - **Clinician confidence or competency measures**
 - **Patient outcome indicators (e.g., reduced crisis escalations, positive screens, or hospitalizations)**
 - **Service utilization changes**
 - **Feedback loops for continuous improvement**

8. Risk Management and Compliance

- Identify potential risks (regulatory, operational, clinical, financial) and how they will be mitigated. Address relevant healthcare compliance considerations such as privacy, ethics, or quality standards.
- **Suggested information to include:**
 - **Staff turnover or competing clinical demands**
 - **Data privacy and HIPAA compliance**
 - **Ethical standards and clinical oversight**
 - **Contingency plans for implementation challenges**

9. Organizational Capacity & Partnerships

- Describe your organization's expertise, leadership, and relevant partnerships that strengthen your ability to successfully deliver the project.
- **Suggested information to include:**
 - **Leadership expertise and clinical credentials**
 - **Previous training or implementation experience**
 - **Collaborations with healthcare systems, nonprofits, schools, or community groups**
 - **Infrastructure supporting evidence-based practice adoption**

10. Impact and Public Health Significance

- Explain expected clinical, operational, or community health benefits. Highlight potential long-term value, such as improved outcomes or scalability.
- **Suggested information to include:**
 - **Improved patient safety and clinical outcomes**
 - **Workforce development in suicide-specific care**
 - **Cost savings through prevention and early intervention**
 - **Potential for scaling across systems or regions**