



Request for Proposal

Maui Strong Fund

Mental Health Services: Crisis Counseling Hub

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Purpose

The purpose of this Request for Proposal (RFP) is to identify an experienced vendor to establish a web-based and/or application-based crisis counseling hub serving clients such as Maui fire affected households¹ or traditional first responders, individuals working in nonprofit/government, or schools working directly with Maui fire households. The Hawai'i Community Foundation (HCF) seeks to enter a contract with a qualified vendor that is expected to start February 2025 and end January 2027.

Background

The Hawai'i Community Foundation (HCF) nonprofit funder whose mission is to inspire generosity, advocate for equity, forge connections and invest in community to create a better Hawai'i.

On August 8, a series of wildfires burned parts of the island of Maui. The fires struck the historic town of Lahaina the hardest, displacing approximately 12,700 residents and reduced most of the town to ash and ruins. One hundred and two people were killed in Lahaina making the wildfire one of the world's deadliest on record. Almost 3,000 structures were reported to have been either damaged or destroyed by the fire.

Through the Maui Strong Fund, HCF is providing financial resources to support the immediate and long-term recovery needs for the people and places affected by the devastating Maui wildfires. HCF is working in close collaboration with state and county leaders, nonprofit organizations, and community members to understand evolving priorities and unmet needs.

A recent study by the Hawai'i State Rural Health Association, "Maui Together Wildfire Assessment 2024," provides insight into the mental health crisis with feedback provided by 1,105 fire-impacted individuals. The report shares that the experience of recovery has taken a toll on survivors particularly noting that 59% have moved at least three times and 33% have moved four or more times. Nearly 58% of these respondents saying the uncertainty of the future and housing (40%) are the hardest things to face since the fires, closely followed by the difficulty of navigating the system (30%) and the emotional and mental impacts (32%) of the losses they have faced. About 64% of fire survivors note that they have noticed a deterioration of their mental health over the last year with a general concern for there not being enough providers.

Recognizing the importance of mental health care for survivors, the Maui Strong Fund established contracts with local mental health service providers through October 31, 2024, to meet an urgent need for care. This was intended to serve as an interim measure. The Foundation covered the cost of up to ten therapy sessions per individual or family group. This RFP seeks to build upon this effort by transitioning from this initial effort to a longer-term centralized model.

The goals of this program include providing flexible therapeutic interventions that prevent and address Post Traumatic Stress (PTS) with dependable access to a consistent provider; restoring individual capacity, reordering a new environment, addressing burnout, and helping families and

¹ Maui fire affected households are households in which your home/primary residence was damaged, destroyed or remains inaccessible due to the fires in August 2023, or you were evacuated during the fires.

individuals coping with lengthy relief emergency aid. Ultimately, HCF believes in the power of healing, community resilience, and connection for all affected by the Maui wildfires.

In addition, this program seeks to coordinate opportunities for participation by mental health professionals with capacity and interest in supporting the Maui Wildfire affected community. Ideal outcomes include improving outreach options, coordinating efforts, and communication between those seeking mental health services and those that are qualified and available to provide mental health services.

Desired Qualifications

HCF seeks a vendor with a deep understanding of and appreciation for Hawai'i's history, culture, and people, and a dedication to relationship-based communication and trauma-informed care. The ideal vendor would be an organization based in Hawai'i with a mission aligned to the purpose of this program. The contractor should have the ability to serve both fire-affected households and individuals on Maui and statewide.

Equally important to the success of this effort, HCF seeks a vendor with strong financial, program management, sub-contractor management, and communications capabilities, including the technical ability to develop and manage a user-friendly website or work closely with a vendor to do so and to initiate, monitor and make timely payments for professional services to contracted therapist practices and group practices.

Contract Objective, Deliverables, and Amount

1. Objective

To initiate and administer a crisis counseling hub for fire-affected households and individuals of the West Maui wildfires from February 2025 to January 2027 (2 years). The program will serve people of all faiths, races, ages, incomes, abilities, sexual orientation, and gender identities.

2. Deliverables

Contract deliverables will include the following:

- a. Create and maintain an online interface for fire-affected households and individuals of the West Maui wildfires and mental health care providers with simple and accessible intake forms and ability to review available providers with enough detail for clients to select a therapist.
- b. Develop a network of mental health service providers licensed in the State of Hawai'i and in good standing who can provide evidence-based therapy modality to support trauma survivors.
- c. Conduct culturally appropriate outreach to the survivor community including the use of social media.
- d. Facilitate the payment of mental health service providers for services provided to patients newly receiving care.
- e. Coordinate with existing mental health efforts such as the [Certified Community Behavioral Health Clinic \(Maui County\)](#) and SAMHSA SERG-funded mental health programs (Coordinated through Department of Health Behavioral Health Division and subcontract to Papa Ola Lokahi).

3. Amount

The contract amount is expected to be no more than \$2,000,000 over a maximum of two years. HCF reserves the right to discontinue funding if services are determined unsatisfactory at HCF's sole discretion.

4. Terms

- a. Client Eligibility - To access services, clients must be a Maui fire-affected household or traditional first responders, individuals working in nonprofit, government, or schools working directly with Maui fire households. The contractor is responsible for having clients self-attest their status. Maui fire-affected households are households in which their home/primary residence was damaged, destroyed or remains inaccessible due to the fires in August 2023, or who were evacuated during the fires. Each household member may separately count as a client if the need for therapy is determined. Vendors are encouraged to work with organizations with data-sharing agreements to help with verification and validation of participants.
- b. Mental Health Care Providers – Each mental health professional must commit to providing care for at least two new clients. The contractor may list contracted provider information in a publicly accessible searchable database. Each provider will provide database information requested by the contractor, including but not limited to: Name, Specialty Areas, Age Groups Served, Therapy Modalities, Other Languages Spoken, License number, Agency Name (if applicable), Office Address, Email, and Phone.
- c. Payment – The contract amount will include payment to mental health professionals for up to ten in-person or virtual therapy sessions received by survivors newly receiving care. Multiple members of the household, including children, can receive treatment and are eligible. Mental health professionals will be paid \$150 for each individual therapy session and \$175 for each family therapy session. Clients and insurance carriers shall not be charged/billed any fees for services provided under this program, and this payment will not supplant other possible forms of payment. Payment shall only be made for completed sessions. No-shows are not eligible for payment. The contractor will ensure that each provider reviews the attached Therapy Waiver with each client and obtain their signature.
- d. Reporting-The contractor will be required to provide regular, detailed reports to the Hawai'i Community Foundation as outline in the contract for services. The process and requirements for reporting will be based on milestone payments and include both written and financial statements to track program performance and progress. Reporting will focus on completed work, and implementation efforts around the crisis counseling hub to inform possible statewide expansion of a program in the future.

Proposal Guidelines

If interested, please submit a document outlining qualifications, sample work, and cost estimate to Senior Program Officer, Kehau Meyer at kmeyer@hcf-hawaii.org. Cost estimates should not exceed \$2,000,000.

Submissions must include the following components:

1. Organization Information: Name, address, and lead contact phone number and email address.
2. Experience and Capabilities: Include name(s), background, and experience of individual(s) leading the work. Include examples of prior work projects related to this RFP.
3. Client List: Provide a short client list including references we may contact noting the past projects with a brief description.
4. Sample work: Program descriptions of current or past projects, data analysis or report, program case study, etc.
5. Proposed Activities: The tasks required to establish and maintain the crisis counseling hub. Describe the activities that will be completed. Explain why the organization chose this approach or strategy. Describe how the project aligns with the priority of the [Maui Strong Fund](#). Please describe any partners or networks the organization is engaged within these efforts.
6. Outreach Efforts: Describe how the program will be shared publicly and how participants and mental health professionals will be recruited. Be detailed and specific in how this will be accomplished during the program period.
7. Desired Results: Describe what the organization hopes to achieve and the metrics to measure the effectiveness of the program. Results should be quantifiable and specific. The number of clients served, mental health services providers engaged, therapy sessions provided.
8. Program Timeline: The estimated timeline for planning, designing and developing the online interface and business processes, community outreach, and service provision
9. Simple cost estimate of major activities and estimated hours.

The deadline to submit is 5pm HST November 5, 2024, although applications are appreciated earlier and will be accepted on a rolling basis. Please note that we may want to contact you for a follow-up interview.

Program proposals will be shared with a volunteer panel of mental health professionals, without conflicts of interest such as applicants or potential sub-contractors of the funded Crisis Counseling Hub, participating in the Maui Coordinated Mental Health Response meetings led by the State of Hawai'i's Office of Wellness and Resilience. HCF will consider advice and recommendations from this panel when making final decisions for funding.

The contract with the selected vendor will include a detailed scope of services, contract budget, and other terms and conditions to be negotiated between the contractor and HCF. The project will begin on January 1, 2025.

Questions

Should you have any questions please contact Kehau Meyer, Senior Program Officer and kmeyer@hcf-hawaii.org.