

GOVERNMENT OF MANITOBA

REQUEST FOR EXPRESSIONS OF INTEREST

Youth-led Cultural and Life Promotion Programming for
Indigenous youth

Issued By: Housing, Addictions, and Homelessness
(HAH)

Issue Date: August 26, 2026

Submission Deadline:
by no later than
September 23, 2026 at
4:30 pm (Central CST Time)

Submission Address:

health.promotion@gov.mb.ca

Department of Housing, Addictions, and Homelessness
Request for Expressions of Interest

Through 2025-2026, suicide prevention engagements have been held across the province (with First Nations, Inuit and Métis communities in rural, urban, remote, and northern locations) to inform the development of a provincial suicide prevention and life promotion strategy.

Communities across the province identified culture and Life Promotion is Suicide Prevention for Indigenous youth.

As such, the department of Housing, Addictions and Homelessness, with the guidance of the provincial Suicide Prevention Advisory Group, is seeking submissions from Indigenous-led organizations for the delivery of youth-led cultural and/or life promotion programming for Indigenous youth. Submissions must demonstrate to the best of their ability that the programming ensures a safe and inclusive space for 2SLGBTQQIA+, all genders and abilities, that Indigenous youth voice is central to the project's vision, design, delivery, and decision-making, and that they are meaningfully involved in the planning, design, and delivery of programming, rather than participation alone.

The successful applicant will provide cultural and/or life promotion programming for Indigenous youth (First Nation, Métis and/or Inuit, aged 12-29) in any area of the province beginning in 2026-27. The Manitoba Government acknowledges the diversity of Indigenous communities, Nations, and cultural approaches across Manitoba, recognizing that programming and definitions of wellness, healing, and life promotion may look different depending on community context and welcomes applications from all Indigenous groups.

If you would like to provide a submission:

- 1) Read the **eligibility requirements** and process instructions below
- 2) Review **Sections A, B, C and D** for the required information needed for a submission. *
- 3) Complete Sections
- 4) Provide your submission

*A Proposal Template, which includes a budget template, is available on the website (but optional to use) for organizations to use when drafting submissions.

Part 1 - Description of Services Requested

1.1 Background

The Department of Housing, Addictions and Homelessness is developing a Manitoba suicide prevention and life promotion strategy for all Manitobans which will include a focus on 2SLGBTQQIA+, Indigenous populations and youth. The Strategy is taking a whole-of-government approach and will be released in Fall 2026.

Actions are being identified through evidence-based reviews, community engagement, cross-departmental engagement, and the Suicide Prevention Advisory Group, which includes Indigenous governing bodies and organizations, mental health experts, representatives from the 2SLGBTQQIA+ community, an elder, and youth.

The engagement process identified cultural and/or life promotion programming for Indigenous youth as a key priority for suicide prevention.

Life Promotion is a strength-based approach which leads with Indigenous ways of knowing and the language of life. It is centered on the whole person perspective to promote holistic wellness and foster a sense of Hope, Belonging, Meaning and Purpose.¹

Therefore, the Department is seeking proposals from Indigenous-led organizations to provide youth-led cultural and/or life promotion programming for Indigenous youth.

Selection Criteria

Programs will be selected based on the following criteria:

- be delivered by an *Indigenous-led* organization/community/group, inclusive of First Nations, Métis and Inuit organizations/communities/groups (please see definitions provided below). Please note this opportunity is also open to First Nations governments, organizations or Tribal Councils providing youth programming on-reserve
- demonstrate that Indigenous youth voice is central to the project's vision, design, delivery, and decision-making, and that youth are meaningfully involved in the planning, design, and delivery of programming, rather than participation alone
- demonstrate that 2SLGBTQQIA+ youth and youth living with a disability are able to participate fully and safely in the program

Priority will be given to:

- programs operating outside of Winnipeg (rural, remote, northern communities and/ or a First Nation)
- *grassroots* organizations (definition provided below)

¹ Definition adapted from <https://thunderbirdpf.org/wp-content/uploads/2021/08/Life-Promotion-Toolkit-WEB.pdf>.

Definitions

Indigenous-led²

To be considered an Indigenous-led organization/ community/group, please ensure your group meets the following criteria:

- Indigenous leadership is at all levels of decision making within the organization
- Culture, knowledge, and language, guide the organization and deliverables
- Indigenous peoples own, lead and deliver programs in relationship and response to their communities
- Sustains a reciprocal relationship with Indigenous community (local and or direct)
- Reciprocity is deeply embedded through values, policy, practice and behaviours

Grassroots³:

- a group of people with the same shared identities and lived experiences as the community they plan to support
- The group members are rooted in community and have deep connections to the issues, context and opportunities of that community
- Grassroots work is also community rooted, both in design and delivery. To be grassroots, the needs, issues and solutions identified need to come from the communities that are most impacted by the work

1.2 Scope and Parameters for the Provision of Services

Services are expected to be operational within three months after the organization learns they are successful. Proposals with an anticipated operating date beyond this timeframe will be considered, but preference will be given to those who can implement services within the three-month deadline.

All inquiries related to this Expression of Interest (EOI) are to be directed by email to: health.promotion@gov.mb.ca. Please include the EOI title in the subject line of the email.

Manitoba, in its sole discretion, will select one or more organizations from those that provide a submission. To be eligible, the Submitter will:

² The definition of Indigenous-led has been adapted from the I4DM Definitional Matrix, The Circle on Philanthropy and Aboriginal Peoples in Canada (2022). <https://the-circle.ca/wp-content/uploads/2024/07/I4DM-FINAL-.pdf>

³ The definition of grassroots has been adapted from The Ontario Trillium Foundation Youth Opportunities Fund (YOF) <https://otf.ca/our-grants/youth-opportunities-fund/definitions-black-and-indigenous-groups-organizations-and-collaboratives>

- Be ready to provide services within three months after the organization learns they are successful (decisions anticipated to be made in September 2026). If unable to meet this timeline, please indicate the expected date of operation
- Provide organizational information, including your success in supporting youth-led initiatives and working with Indigenous youth, communities, groups and organizations as outlined under Section A found below
- Provide a high-level overview of the program and project plan as outlined in Section B found below
- Provide an evaluation plan that outlines how the organization will determine if the program is benefiting youth and meeting the outcomes the program hoped to support as outlined under Section C found below
- Provide a detailed budget outlining all costs (example: one-time, operational, staffing, operating expenses) as outlined under Section D found below
- Enter into a Service Purchase Agreement with Manitoba

1.3 Available Funding

- The funding amount available per project is up to \$100,000 every fiscal year (April 1 – March 31) for up to 3 years*
- Please tell us if you are requesting funding for one year, two years, or three years
- Eligible expenses include but are not limited to: Elder and Knowledge Keeper honoraria, ceremonial costs, transportation, food, and land-based supports

* Funds may be available for up to 3 years, at which point the program will be assessed by the Suicide Prevention Advisory group and Housing, Addictions and Homelessness staff.

1.4 Key Deliverables and Timelines

Deliverable	Timeline
1. Implementation of Program(s)	Zero to three months after the organization learns they are successful in this competition (decisions anticipated to be communicated in September 2026)
2. Progress Reports on Services & Statement of Expenses	For the first year, Progress Report and Statement of Expenses are both due April 30 th , 2027. Following this report, only annual reports are required.
2. Annual report	Within four months of agency fiscal year-end. Include any evaluation reporting as applicable.
3. Additional Reports (Final Evaluation Report)	Due within one month of the fiscal year end (April 30) upon expiry of the agreement.

Part 2 –EOI Process Instructions

Expression of Interest Timetable

The table below lists the significant events associated with the Expression of Interest process.

Activity	Date
EOI issued by HAH through email communication	August 26, 2026
Deadline for proponent questions through branch inbox	September 16, 2026
Submission deadline	September 23, 2026 at 4:30 PM CST
EOI review process	Completed by September 30, 2026
Applicant interviews	October 5-9, 2026

HAH notifies successful organizations via email	October 12, 2026
Agreements signed by both parties	October 26, 2026

Submissions to be Provided in Prescribed Format

Submitters should send an electronic version of their submissions to health.promotion@gov.mb.ca. The deadline for submissions is September 23, 2026, at 4:30 PM (CST). Submissions received after the deadline may not be considered. Submissions should be prominently marked with the EOI title (see EOI cover), with the full legal name and contact information of the Submitter.

The submission must consist of four (4) separate sections clearly labeled as:

- i. **Section A – ORGANIZATIONAL INFORMATION**
- ii. **Section B – PROJECT PLAN**
- iii. **Section C – EVALUATION PLAN**
- iv. **Section D – BUDGET BREAKDOWN**

A Proposal Template, which includes a budget template, is available for organizations to use when drafting submissions but is not required to submit

Amendment of Submissions

Submitters may amend their submissions before the Submission Deadline. To amend a submission, the Submitter must withdraw the previous submission and submit the amended submission in accordance with the instructions set out above. The amended submission must be received in its entirety on or before the Submission Deadline.

Withdrawal of Submissions

At any time throughout the EOI process until the execution of a written Service Purchase Agreement for the provision of the deliverables, a Submitter may withdraw a submission. To withdraw a submission, a notice of withdrawal must be sent by email to the EOI Contact and must be signed by an authorized representative of the Submitter.

Instructions for Submissions

Section A – Organizational Information

Please provide the following information (submission of this form will not create a contract between the Manitoba Government and the submitting organization).

A1. Organization's Name and Contact Information:

- Organization's name and website
- Mailing Address
- Name of Project Lead(s)
- Email Address of Project Lead (s)

A2. About the Organization and Current Services:

- Goals, visions, and mission statements
- Organization's objectives
- Current services provided (if applicable), and the number of years of experience providing the service(s) proposed
- Link to the Organization's Annual Report (if applicable)
- Please identify how the organization is Indigenous-led as per the definition provided on page 3 and by providing a letter of support from a community member, Elder or Knowledge Keeper
- Please identify if the organization is grassroots as per definition provided on page 4

A3. Organization Experience

- Please provide any previous experience planning for, implementing or supporting youth-led initiatives in the past, and working with Indigenous youth, communities, groups, and organizations
- Be sure to include measurable results. This can include both qualitative (i.e. relationship-building, cultural safety, trust, and community connection) and quantitative measures (i.e. # of participants, # of activities)
- Describe any applicable training, lived expertise, or competencies staff and facilitators have to support 2SLGBTQQIA+ youth and youth with disabilities in a culturally safe and trauma-informed way
- Further, describe how your organization currently provides services to Indigenous youth

Section B – Program Overview & Project Plan

Please provide the following information about the proposed delivery of the program.

B1. Program Overview:

- Provide a high-level overview of the program, including:
 - location (Winnipeg, rural, remote, northern communities and/ or a First Nation)
 - how it is youth-led
 - how youth were involved in the design of this program and how youth will be involved throughout programming and the evaluation.
 - how 2SLGBTQQIA+ youth and youth living with disabilities have been included in the design of this program, and what will you do to make sure all youth feel welcome and participate fully in the program
 - the group of youth that will participate in the program (examples: age range, other demographics deemed important)
 - the outcomes the organization hopes to see in youth
 - the type of cultural and/or life promotion programming you intend to provide

Programming activities may include but are not limited to:

- Land-based activities (hunting, fishing, spearfishing, fishing with nets, trapping, kayaking, canoeing, snowshoeing, hiking)
- Culture camps
- Regalia making and art
- Medicine walks, harvesting and/or foraging
- Communal gardening
- Education in language, and traditional knowledge
- Life skills training and education
- Suicide Prevention Training
- Relational care for suicide prevention, intervention and follow-up care
- Mentorship and leadership building
- Recreational activities (physical exercise, sports,)
- Social gatherings, traditional healing, grief supports
- Intergenerational relationship building (Elders and Youth)

B2.-Project Plan and Timelines

- Please describe in detail your organization's proposed project plan, including:
 - Timeline: launch date, months of the year the program will operate, how long the program will run, schedule (weekly, monthly, once a year etc)
 - Staffing (how many)
 - Resources that will be used
 - Milestones

- How the organization will manage risks

B3. Relationships

- Please describe your relationship to the community or First Nation in which you plan to deliver the programming. You may also include how existing partnerships with other organizations, communities or groups may strengthen program delivery

B4. Inclusivity

- Describe how the program will meet the needs of 2SLGBTQQIA+ youth and youth living with disabilities and how you would create an inclusive and welcoming environment.
 - Identify concrete steps you will take to ensure your program is affirming and safe for 2SLGBTQQIA+ youth and youth of all genders and abilities (e.g., policies, staff training, environment, language use, confidentiality)
 - Identify policies, protocols, or accountability mechanisms you would have in place to respond to discrimination, harm, or exclusion if it occurs within your program

Section C – Evaluation Plan

C1. Evaluation Plan

Please describe how the organization will determine how the program is benefiting youth and meeting the outcomes the program hoped to support. Explain how you will collect relevant data to support the success of the program and adaptations to programming if required.

Measures can include both qualitative measures (i.e. relationship-building, cultural safety, trust, and community connection) and quantitative measures (i.e. # of participants, # of activities).

Indigenous approaches to evaluation are encouraged and welcomed.

Section D – Budget

D1. Financial Breakdown

Please provide a detailed budget outlining all anticipated costs (example: one-time, operational, staffing, operating expenses and resources) The funding amount available per project is up to \$100,000 every fiscal year (April 1 – March 31) for up to 3 years. Please tell us if you are requesting funding for one year, two years, or three years.

Eligible expenses include but are not limited to: Elder and Knowledge Keeper honoraria, ceremonial costs, administration, space, transportation, staff time, communications (website, promotions), volunteer time, project supplies, equipment food, evaluation costs, and land-based supports*. Funds may be available for up to 3 years, at which

point the program will be assessed by the Suicide Prevention Advisory Group and the Department of Housing, Addictions and Homelessness.

Review Process

Applications will be reviewed by a committee composed of youth, First Nations, Inuit and Métis members, members who identify as 2SLGBTQQIA+ and staff from the department of Housing, Addictions and Homelessness. The committee is designed to bring diverse perspectives and lived experience into selection decisions. Their role is to assess applications based on the goals of the EOI, the strength of the proposed project, and the potential impact for participating youth and communities. During the review process, reviewers will assess submissions based on the criteria below.

Criteria for Evaluating Proposal Submissions

1. Organization Experience (25 points)

Sub-Criteria	Description	Points
A2. Indigenous-led	The organization/group/community meets the definition of Indigenous-led ⁴ : • Indigenous leadership is at all levels of decision making within the organization • Culture, knowledge, language, guide the organization and deliverables • Indigenous peoples own, lead and deliver programs in relationship and response to their communities • Sustains a reciprocal relationship with Indigenous community (local and or direct) • Reciprocity is deeply embedded through values, policy, practice and behaviours	10
A2. Grassroots	Additional points will be awarded to organizations that meet the definition of Grassroots ⁵ : • a group of people with the same shared identities and lived experiences as the community they plan to support	5

⁴ The definition of Indigenous-led has been adapted from the I4DM Definitional Matrix, The Circle on Philanthropy and Aboriginal Peoples in Canada (2022). <https://the-circle.ca/wp-content/uploads/2024/07/I4DM-FINAL-.pdf>

⁵ The definition of grassroots has been adapted from The Ontario Trillium Foundation Youth Opportunities Fund (YOF) <https://otf.ca/our-grants/youth-opportunities-fund/definitions-black-and-indigenous-groups-organizations-and-collaboratives>

Sub-Criteria	Description	Points
	- The group members are rooted in community and have deep connections to the issues, context and opportunities of that community - Grassroots work is also community rooted, both in design and delivery. To be grassroots, the needs, issues and solutions identified need to come from the communities that are most impacted by the work	
A3. Relevant Experience	Demonstrated experience delivering similar services for youth and working with Indigenous youth, communities, groups and organizations Includes measurable results from past services. Measures can include both qualitative (i.e. relationship-building, cultural safety, trust, and community connection) and quantitative measures (i.e. # of participants, # of activities) Clearly outlines how the organization currently provides services and/or supports Indigenous youth	10

2. Program Overview & Project Plan (45 points)

Sub-Criteria	Description	Points
B1. Program Overview	Clarity and feasibility of the proposed programming Staffing and resources are sufficient to ensure program success Youth age range served aligns with EOI (age 12-29)	10
B1. Youth-Led	Demonstrates clearly that the Indigenous youth voice is central to the project's vision, design, delivery, and decision-making, and that they are meaningfully involved in the planning, design, and delivery of programming, rather than participation alone	10

Sub-Criteria	Description	Points
B1. Location	Additional points if the program is outside of Winnipeg (inclusive of rural, remote, northern communities and/or First Nations)	5
B2. Project Plan	Realistic and detailed plan for launching services. Includes milestones and risk mitigation Demonstrates readiness to provide proposed programming	5
B3. Relationships	Demonstrates a strong relationship with the communities and/or First Nations they intend to work with Clearly identifies any existing partnerships that may strengthen program delivery	5
B4. Inclusivity	Clearly identifies approach to ensuring Inclusivity and a safe space for 2SGLTBQQIA+, all genders and abilities	10

3. Evaluation plan (10 points)

Sub-Criteria	Description	Points
C1. Clarity and Detail	Clear articulation of expected service outcomes. Thoughtful approach to evaluating success and making improvement	4
C1. Data Collection Plan	Clear plan for collecting, analyzing, and reporting data Measures can include both qualitative (i.e. relationship-building, cultural safety, trust, and community connection) and quantitative measures (i.e. # of participants, # of activities) Indigenous approaches to data collection are welcomed and encouraged	3

Sub-Criteria	Description	Points
C1. Evaluation Plan	Thoughtful approach to evaluating success and making improvements. Indigenous approaches to data collection are welcomed and encouraged	3

4. Financial Breakdown (20 points)

Sub-Criteria	Description	Points
D1. Clarity and Detail	Provides a clear and well-organized budget that outlines anticipated costs, including staffing, operations, and resources *Eligible expenses include but are not limited to: Elder and Knowledge Keeper honoraria, ceremonial costs, transportation, food, and land-based supports	10
D1. Alignment with Goals	Budget reflects a thoughtful allocation of resources that supports the proposed service outcomes and stays within the available funding	5
D1. Rationale and Transparency	Offers a brief explanation for key budget items, demonstrating a sound understanding of financial planning and service delivery needs	5

Total: /100