

Request for Proposals (RFP)

Issued By: The West Virginia Drug Intervention Institute

Date of Issuance: October 12, 2026

Proposal Submission Deadline: November 9, 2026, by 5:00 PM EST

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1. Introduction & Background

After achieving the mission we set forth to achieve in 2019 the [West Virginia Drug Intervention Institute](#) (WVDII), an independent 501(c)(3) non-profit organization, is currently undergoing an orderly dissolution of its operations, **with a target closure date of December 31, 2026**. As part of this wind-down process, the Institute is seeking proposals from qualified non-profit organizations to acquire, sustain, and expand its highly successful, turnkey youth prevention program, **"Don't Keep Rx Around."**

The mission of this RFP is to identify an eligible successor organization that shares a deep mission alignment with WVDII, has a proven track record in youth Substance Use Disorder (SUD) prevention, possesses the operational capacity to build upon this legacy, and can execute a rapid, seamless asset transfer before the Institute's year-end closure.

About the West Virginia Drug Intervention Institute

Established in May 2019 after a comprehensive nine-month operational study to find structural solutions to regional overdose crises, WVDII has operated out of Charleston, West Virginia. The core mission of the Institute has been to **reduce opioid and drug-related deaths through evidence-based prevention, education, and strategic outreach**.

Over its years of service, WVDII has operated under three foundational objectives—**Education, Collaboration, and Prevention**—establishing itself as a leader in public health interventions. The Institute's broader impact footprint includes:

- **The ONEbox Initiative:** Distributing over **30,000 emergency opioid overdose reversal kits** across 50 states, resulting in **over 400 documented lives saved**.
- **Community Harm Reduction:** Facilitating the distribution of **30,000 naloxone doses** and more than **200,000 fentanyl and xylazine testing strips** across all 55 West Virginia counties.
- **Widespread Workforce & Youth Training:** Training over **60,000 people nationwide** in overdose reversal protocols and educating tens of thousands of Appalachian households on medication safety.

As WVDII prepares to close its corporate doors, transferring the "Don't Keep Rx Around" medication safety curriculum is its highest programmatic priority to ensure that its foundational youth prevention legacy remains active, protected, and well-funded across the United States.

2. Program Overview & Alignment with Educational Standards

"Don't Keep Rx Around" is a comprehensive medication safety and prescription misuse prevention curriculum tailored for schoolchildren and their families. Developed to prevent accidental childhood poisonings and early-stage drug misuse, the program has achieved significant milestones:

- **West Virginia Department of Education Alignment:** The curriculum was explicitly **developed using the West Virginia Department of Education learning objectives and standards for pre-K through elementary school children**. This rigorous academic alignment ensures the materials are immediately classroom-ready, credible to administration, and frictionless for public and private school educators to adopt.
- **Core Pedagogy & "Trusted Adult" Framework:** Central to the curriculum's age-appropriate behavioral science is an explicit **focus on defining, identifying, and relying on a "trusted adult."** Through the interactive "See, Stop, Say" methodology, the animated mascot **"Rex the Rx"** teaches children that medications should only be handled or administered by a trusted caregiver. The program guides children through objective criteria to map out who the trusted adults are in their immediate ecosystems (e.g., parents, guardians, school nurses, teachers, or physicians) and equips them with the vocabulary to immediately "say" something if they find unmonitored medication. This critical safety pillar builds vital protective factors, bridging classroom rules with protective home behaviors.
- **Proven Scale:** Educated more than **40,000 schoolchildren** throughout West Virginia and the broader Appalachian region, alongside their parents.
- **National Reach:** Formed a strategic partnership with West Virginia Public Broadcasting to host the curriculum nationally on the [PBS LearningMedia](#) platform, making it accessible at no cost to classrooms and households across the United States.
- **Engaging Curriculum Architecture:** Grounded in an age-appropriate behavioral framework utilizing free animated videos, teacher lesson plans, grade-specific workbooks, and completion certificates.

Strategic Prevention Framework (SPF) Integration

The "Don't Keep Rx Around" curriculum and its mascot, "Rex the Rx," were intentionally designed to map seamlessly onto SAMHSA's **Strategic Prevention Framework (SPF)**, making it a highly attractive, plug-and-play asset for organizations utilizing federal, state, or local prevention grant funding:

- **Assessment & Capacity Building:** The program relies on data-driven assessments of prescription drug misuse and accidental pediatric ingestions within communities. Rex

serves as a high-capacity, low-barrier engagement tool that local coalitions can immediately deploy to fill gaps in early childhood prevention infrastructure.

- **Planning & Evidence-Based Implementation:** Built on foundational behavioral science and state education benchmarks, Rex's core "See, Stop, Say" messaging focuses directly on altering environmental risk factors (such as unmonitored home medicine cabinets) and boosting protective factors (family communication and rule-setting).
- **Evaluation:** The curriculum includes structured pre- and post-tests, student activity benchmarks, and participation tracking metrics that allow successor organizations to easily collect data, measure outcomes, and satisfy formal assessment and grant reporting requirements.
- **Sustainability & Cultural Competence:** By leveraging public broadcasting infrastructure (PBS) and open-access materials, Rex provides an equitable, highly sustainable intervention that removes cost barriers and resonates with diverse socioeconomic communities across rural and urban landscapes alike.

3. Assets Included in the Transfer & Usage Carve-Outs

The selected organization will receive full ownership, control, and rights to a complete, standalone programmatic infrastructure:

- **Intellectual Property & Trademarks:** The fully registered "**Don't Keep Rx Around**" federal trademark, including logos, visual brand identities, and commercial usage rights.
- **Digital & Educational Assets:** Complete access to the digital catalog of animated videos, standards-aligned teacher instructional guides, and PreK-5 student activity packets.
- **Distribution Channels:** Ownership or transition oversight of the established open-source hosting footprint on national public broadcasting media platforms.
- **Goodwill & Strategic Partnerships:** The established community reputation, historical data, and branding associations developed in collaboration with regional school systems and public entities.

Permanent Program Usage Stipulation

As a non-negotiable condition of this asset transfer, the acquiring organization agrees to a royalty-free usage of the program for a key West Virginia community partner. **The Huntington Children's Museum (Huntington, WV) retains the right to utilize the "Don't Keep Rx Around" educational programming at no cost.** This usage provision will be integrated into the final asset transfer agreement.

4. Financial Considerations & Bidding

The West Virginia Drug Intervention Institute has established an opening bid of **\$50,000 (or best offer)** for the comprehensive transfer of the program, trademark, and associated media assets. Proceeds from this transaction will be handled in strict accordance with IRS regulations

and West Virginia state laws governing the disposition of assets during a 501(c)(3) corporate dissolution.

5. Eligibility & Evaluation Criteria

Proposals will be evaluated based on the bidding organization's ability to demonstrate the following core qualifications:

- **Organization Status:** Must be a public entity or a recognized 501(c)(3) tax-exempt organization in good standing.
- **Mission Alignment:** Must possess an organizational mission explicitly dedicated to public health, community safety, youth development, or substance use intervention.
- **Demonstrated Success in Youth SUD Prevention:** Must provide clear evidence of past or ongoing success in designing, delivering, or managing youth substance use disorder (SUD) prevention education campaigns or curricula.
- **Operational Capacity:** Must possess the administrative, financial, and digital capacity to manage, sustain, and expand the acquired assets effectively within educational frameworks.
- **Timeline Feasibility:** Must demonstrate the organizational agility to finalize legal transfer documents no later than **December 31, 2026**.

6. Proposal Submission Requirements

Interested organizations must submit a comprehensive proposal containing the following sections:

- **Organizational Overview & Mission Statement:** A brief corporate history showing direct mission alignment with youth public health or prevention frameworks.
- **Track Record of Success:** A summary of past or current youth SUD prevention education programming, including measurable outcomes, scale of impact, or school-system partnerships.
- **Program Continuity Plan:** A narrative describing how the organization intends to integrate, sustain, and expand the "Don't Keep Rx Around" curriculum locally, regionally, or nationally, specifically highlighting maintenance of educational standards.
- **Financial Offer:** The formal monetary bid for the assets (minimum \$50,000 or best offer), including proposed payment terms.
- **Qualifications & Key Personnel:** Resumes or biographies of leadership and prevention staff who will oversee the program's management.
- **Transition Feasibility Statement:** A brief confirmation that the organization can complete the closing and asset onboarding processes prior to the December 31, 2026 dissolution deadline, as well as an explicit acknowledgment of the Huntington Children's Museum free usage stipulation.

7. Evaluation & Closing Timeline

To accommodate our legal dissolution timeline, the following schedule will be strictly observed:

- **RFP Distribution:** October 12, 2026
- **Deadline for Clarifying Questions:** October 30, 2026
- **Proposal Submission Deadline:** November 9, 2026 (5:00 PM EST)
- **Review & Interview Period:** November 17 – November 25, 2026
- **Final Selection & Award Notice:** December 1, 2026
- **Legal Contract Finalization & Asset Handover:** Completed on or before December 31, 2026

8. Submission Instructions

Proposals must be submitted electronically in PDF format to susan@wvdii.org with the subject line "RFP Response: Don't Keep Rx Around Asset Transfer." Late submissions will not be considered.