

## The Mental Health Foundation

### 2011 “It’s OK to Talk About It” Request for Proposals

#### Guidelines for Grant Applications

The Mental Health Foundation is pleased to announce its 2011 “It’s OK to Talk About It” Grant Initiative. Funding is available to individuals and not-for-profit organizations to support projects designed to address the Foundation’s priority of improving access to mental health related education and services to young adults.

#### **Objectives**

The Mental Health Foundation seeks to support innovative programs that address the reduction of stigma, the promotion of public awareness, and education of mental health issues for the target population of young adults. These programs must entail a peer component of young adults who have personally lived with mental illness and can share their condition and stigmatization in a candid and positive manner to their peers. The goal is to improve acceptance of and access to mental health services and supports.

The Foundation encourages the submission of proposals that include one or more of the following program elements:

- Integrated access to existing mental health services geared toward this population
- Program model that is replicable in other venues
- Inclusion of young persons’ support networks, including family and friends
- Demonstrated outreach capabilities
- Supportive, nonjudgmental environment
- Integration of existing social support structures such as school and religious organizations

Proposals should demonstrate the tangible impact of proposed activities for increasing young adults understanding of mental health issues that may affect them/or their peers and improving the quality of or access to mental health services.

#### **Anticipated Funding**

The Foundation anticipates awarding several grants for innovative and creative approaches that serve youth. Project awards may range from \$1,000 to \$10,000.

## **Project Duration**

The Foundation will award grants for projects of that are initiated and completed within the 2011 calendar year. Proposals will be accepted up to April 30th, 2011. Awards will be announced after that date. Grantees are expected to initiate project activities no later than August 1st, 2011 and conclude no later than March 31<sup>st</sup>, 2011. Consideration will be given to subsequent support through the 2012 grant-making process and only after successful completion of the initial work is demonstrated.

## **Eligibility**

The Foundation will fund individual projects and not-for-profit organizations that are classified under section 501©(3) of the IRS Code. This includes not-for-profit service organizations, public institutions, and institutions of higher learning. In general, the Foundation limits its financial support to expenses directly related to the project implementation. Accordingly, direct program costs, including but not limited to staff salaries/wages and program costs including supplies, telephone, postage and printing and mailing are supportable.

The Foundation does not support:

- Indirect/ Administrative costs
- Capital improvement costs
- Travel to professional meetings
- Fundraising campaigns

## **Application Process**

To qualify for funding applicants must submit a brief proposal that addresses each component/topic delineated below. Proposals should range from 4 – 8 pages in length, exclusive of the budget, support letters and other required documentation. Each required element in the proposal is described below:

1. **Summary:** Provide a brief summary of the overall proposal. Include in the summary a clear description of how proposed activities will support the Foundation's priority to serve young adults. The summary should outline proposed evaluation plans and include the overall amount of funding requested.
2. **Description of Qualifications/Expertise:** Proposal's must include a summary of Management's relevant background and/or expertise that qualifies them to conduct proposed activities. Not-for-Profit entities must include a description of the mission of the organization and identify its goals/objectives for the current year. Submissions should include a brief history of the organization and indicate the organization status as a public or private not-for-profit entity. Proposals must include a letter signed by the chair or president of the board indicating that the organization has its approval to apply for and receive the Foundation's support.

3. **Project Rationale:** Applicants must provide a project rationale and document the need for the proposed work.
4. **Proposed Plan:** Each application must provide a description of the proposed project including objectives and a description of how the project will address the Foundation's mission and priorities. This should include a description of the project's purpose, target population, implementation activities, deliverables, and anticipated outcomes.
5. **Project Workplan:** Each submission must include a project work plan/timeline delineating important activities in the development, implementation, and evaluation of the project. This should include a brief description of key project milestones and anticipated dates for the initiation and the completion of activities to achieve each.
6. **Evaluation:** Each submission must include a description of planned evaluation approaches. The plan should include information about outcomes to be measured, methodologies, and the qualifications of the evaluator(s).
7. **Budget:** Each proposal will include a budget synopsis that delineates anticipated costs for principle project implementation activities/supports such as staffing, materials development, printing, and travel.
8. **Attachments:**
  - Copy of IRS 501C3 certification for not-for-profit organizations.
  - List of board members
  - Letter(s) of support
  - Most recent 990 information

Proposals must be submitted by **April 30th, 2011** to:

The Mental Health Foundation  
2010 Grant Program  
PO Box 322  
Albany, New York,

OR

[www.mentalhealthfoundation.net](http://www.mentalhealthfoundation.net)  
Attention: 2011 Grants Program

### **Proposal Review Process**

1. The Foundation will notify applicants within 10 days of receipt that their proposal has been received and accepted or rejected for consideration.
2. Applicants that do not meet the Foundation's guidelines for consideration will be provided a summary of the reason(s) for the determination.
3. Applicants that meet the Foundation guidelines will be reviewed using standardized criteria developed by the Foundation.

4. The Foundation's Grant and Executive Committees will make final funding recommendations.
5. Awards and funding levels are contingent upon Foundation resources.

### **Review Criteria**

Proposals will be reviewed on a broad spectrum of criteria that may include:

- Responsiveness to the Foundation's mission and RFP priorities
- Degree of innovation
- Feasibility of the proposed workplan and timeline
- Expertise/Qualifications of project staff
- Outcome evaluation
- Completeness of application
- Reasonableness of proposed budget

### **Important Information for Awardees**

- While grantees will have up to March 31<sup>st</sup> 2012 to complete project activities, the Foundation welcomes project work plans of any duration.
- Generally, grant payments to awardees will be issued as follows:
  - One-half of the total grant amount at award announcement
  - One-half of total grant amount at mid-point of project's duration/work plan

Payment schedules may vary based on the specific project needs/activities and in consultation with the Foundation's Grants Committee

- Awardees are required to provide to the Foundation with a brief status report detailing project progress at the mid-point of the established work plan and a final report and presentation at the project's conclusion.
- The Foundation will entertain proposed modifications to established work plans and budgets during project development and implementation.
- All grant supported deliverables including educational materials, and research findings will become the property of the awardees and the Mental Health Foundation.

## **Questions and Inquiries**

All questions and inquiries related to the Mental Health Foundation's 2011 Request for Proposals should be directed to:

Mental Health Foundation Grant Committee  
PO Box 322  
Albany, NY

OR

[www.mentalhealthfoundation.net](http://www.mentalhealthfoundation.net)  
Attention: 2011 Grants Program