

Mental Well-being

APPLICATIONS DUE: Friday, April 15, 2022, by 5:00 p.m. (Eastern Time)

The Florida Blue Foundation focuses its grant making on three Drivers of Health: Food Security, Mental Well-being, and Health Equity. This funding opportunity is focused on Mental Well-being.

Description of the 2022 Mental Well-being Grant Program

Goal: Advance mental well-being for families and community members to mitigate the stressors associated with issues that often impact entire families and/or communities.

Background

The Foundation seeks to fund programs that support children, teens, and their parents/caregivers that are struggling to manage stress brought on by the COVID-19 pandemic. Organizations are to provide proven methodologies and approaches for prevention and wellness interventions that will address mental/behavioral health issues, for example, making mental health services accessible (e.g., professionals, location, transportation, costs, etc.).

As more attention is given to the importance of seeking mental health services, there exists an overall shortage of mental health professionals to work with the community. The shortage in the profession among people of color and minority representation in the field is especially concerning. In 2019 the workforce only consisted of 17% racial/ethnic minority psychologists, according to the American Psychological Association (APA) Center for Workforce Studies.

The Florida Blue Foundation will provide four-year grants to nonprofit organizations that have documented expertise and experience in the delivery of mental well-being services for families, children, individuals, and communities; and in training and increasing the pipeline and services to be provided by mental health professionals.

2022 Mental Well-being Funding Priorities

Priority #1: Development of holistic partnerships/networks of services to address mental/behavioral health.

Network of services makes a significant difference in the lives of families, individuals, and children. It provides more timely access to services; decreased wait times for urgent or emergency services; and opportunities for shared insights.

Priority # 2: Develop partnerships to increase the pipeline of mental health professionals.

As people continue to seek mental health services, mental health professionals are experiencing **an increase in demand** due to the toll of the COVID-19 pandemic on so many individuals' mental health. The demand is high, yet the pool of waiting professionals and services is low. This is due, in part, to retirements and not enough younger professionals entering this field.

The overall goal for both priorities is really about moving families, children, individuals, and communities from having mental health issues to living healthy and well.

Special Note

Applicants can apply for one or both funding priorities and must have signed agreement(s) for partnership(s)/collaboration(s) to expand the reach and effectiveness of the program. Organizations applying for both must complete a separate application for each Funding Priority.

NOTE: Programs that address opioids and other substance abuses, research, and entrepreneurial programs will not be funded under this grant program.

When completing the on-line application, please keep in mind that the Florida Blue Foundation is looking for nonprofit charitable organizations to propose proven services that will be implemented to serve primarily underserved, underinsured, and low-income individuals in Florida.

Funding

- The Florida Blue Foundation has approximately \$3.8 million for the funding of this program.
- The Foundation will fund four-year grants. The approximate amount per grant is between \$90,000 to \$100,000 per year.

What We Will Support

1. Salaries, including benefits
2. Rental fees for program/meeting costs
3. Webinar or other types of media/technology
4. Program materials/equipment
5. Required travel related to this grant (e.g., attend Florida Blue Foundation's annual Community Health Symposium and Sapphire Awards, any program orientations, etc.)
6. Training/educational materials
7. Printing and dissemination
8. Indirect costs – an amount up to but not to exceed 10% of the total grant amount. (Indirect costs represent the expenses of doing business that are not readily identified with a particular grant project function or activity but are necessary for the general operation of the organization and the conduct of activities it performs.)

What We Do Not Support

1. Organizations that discriminate in their provision of goods and services based on race, color, religion, national origin, disability, sex, age, gender identity or expression, sexual orientation, veteran status, or marital status
2. Organizations that do not have a 501(c)(3)
3. Organizations with less than a five-year track record in the field
4. Research and development
5. Individuals
6. Capital campaigns
7. New start-ups
8. Profit making enterprises as applicants

Completing the Application

The Program Milestone Document is available to be downloaded. The completed Program Milestone Document is to be uploaded to the application as an attachment. Basic information – name of organization, program title, amount requested, etc. – will be requested within the application. Overall goal/purpose, populations served, objectives, strategic activities/services, performance indicators, outcomes/results and other details will be captured within the Program Milestone Document. The information within the Program Milestone Document will then be the basis for all reporting for the programs selected for funding.

Important Dates/Deadlines

- Application due date: **April 15, 2022, by 5:00 p.m.** (Eastern Time)
- Application Clarification Webinars:
 - March 9, 2022, 2:00 – 3:00 p.m.** (Eastern Time)
Please click the link below to join the webinar:
<https://zoom.us/j/97076000198?pwd=dmZTZjNYTHZSRzFRYUZLUFICS0pzZz09>
Passcode: 07225700
 - March 10, 2022, 10:00 – 11:00 a.m.** (Eastern Time)
Please click the link below to join the webinar:
<https://zoom.us/j/95444497485?pwd=SXdnUkVjNzIxUkt3ZGMwSCsyMzE3QT09>
Passcode: 57607301
- All applicants will be notified of their status on or before **June 30, 2022**

- Required orientation for those awarded grants: **July 2022**

Grantee Requirements

- Please be aware that should your program be selected for funding, the Florida Blue Foundation will disburse payments via ACH transactions and you will be required to provide requested banking information.
- Successful applicants should be prepared to attend a mandatory grantee orientation that is tentatively scheduled to take place in July 2022. Specific date, time, and location will be provided once confirmed.
- Successful applicants are requested to attend the Florida Blue Foundation's annual Community Health Symposium and Sapphire Awards each year for the life of the grant. Dates and locations will be provided once they are confirmed.
- When developing your budget, please include funds for each year of the grant to cover the required orientation (first year), the Community Health Symposium and Sapphire Awards (each year), and at least one Foundation meeting (subsequent years). Estimated cost: \$800 per person/per year.

Eligible Applicants

Nonprofit 501(c)(3) charitable organizations, public agencies, universities, colleges, training centers, community centers, schools, health care-related facilities, faith-based institutions, youth-serving organizations, and others that:

1. Are incorporated in Florida;
2. Have the capacity, expertise, resources, knowledge in the field, and time needed to carry out the intent of the program;
3. Have expertise in delivering educational and awareness programs on targeted topics to targeted populations described in this application;
4. Have a five-year or longer track record in the field;
5. Have expertise in developing and managing programs; and
6. Have the capability to reach target populations described under this application.

[**CLICK HERE**](#) to access the online application for the Mental Well-being grant program.

Need Help?

The Foundation will host two application clarification webinars on the dates/times noted in the **Important Dates/Deadlines** section above. Questions also may be sent via email:

floridabluefoundation@floridablue.com; or via phone: 1-800-477-3736, ext. 63215.