



## **Mental Well-being**

**APPLICATIONS DUE: September 1, 2021, by 5:00 p.m. (Eastern Time)**

**The Florida Blue Foundation focuses its grantmaking 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 2021 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.

#### **Target Issues**

- Awareness of current mental health status
- Education around mental well-being
- Support in addressing stress, anxiety, loneliness, addiction, etc.

### **You are applying for the 2021 Mental Well-being Grant Program**

The intent of this grant program is to award multi-year grants to nonprofit organizations that have documented expertise and experience in addressing mental well-being for families and community members. Grants are to provide support for programs that take a holistic approach to addressing mental well-being for children, families, and seniors.

Organizations are to provide proven methodologies and approaches for prevention and wellness interventions that will address issues, for example, making mental health services accessible (location, transportation, costs, etc.), stigma associated with mental health, coping skills, use of social supports, parental programming, suicide prevention, adverse childhood experiences, loneliness and others.

For the senior population, organizations should develop programs that address loneliness as a result of the impact of the COVID-19 pandemic to those who live alone, lack access to social activities, and/or lack services. The organization is to provide, for example, needed services; training for families, caregivers/partners, volunteers; and other services that would make it easier for seniors to become more active in social and wellness activities to increase their health and quality of life.

Organizations must have proven effective leadership, management, expertise, quality controls and staff in place to carry out programming. In addition, organizations must provide evidence-based results as it relates to documenting their outcomes and mitigating the stressors associated with issues that often impact entire families, seniors and/or communities.

**NOTE: Programs that address opioids and substance abuse are not part of this program.**

Priority will be given to organizations that have signed agreement(s) for partnerships/collaborations that are designed to expand the reach and effectiveness of the program.

### **Background**

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. We are not seeking to fund research and entrepreneurial programs.

### **Funding**

- The Florida Blue Foundation has approximately \$3,800,000 for the funding of this program.
- The Foundation will fund three- or 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 Logic Model Instructions and Program Logic Model Template are available to be downloaded. A major portion of the information requested will be populated into the Program Logic Model. Please read the Program Logic Model Instructions **before** completing the Program Logic Model Template.

The completed Program Logic Model 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 Logic Model. The information within the Program Logic Model will then be the basis for all reporting for the programs selected for funding.

### **Important Dates/Deadlines**

- Application due date: **Wednesday, September 1, 2021, by 5:00 p.m.** (Eastern Time)
  
- Application Clarification Webinars
  - July 27, 2021, 10:00 – 11:00 a.m.** (Eastern Time)  
Please click the link below to join the webinar:  
<https://zoom.us/j/91396679391?pwd=QnprK2UxVHV2YTdOZjdCamFoRHJ2Zz09>  
**Passcode: 19728352**
  
  - July 27, 2021, 2:00 – 3:00 p.m.** (Eastern Time)  
Please click the link below to join the webinar:  
<https://zoom.us/j/91897936251?pwd=ZjNEZmFYeUg2TU1wNXlScE12bnpUZz09>  
**Passcode: 27178581**
  
- All applicants will be notified of their status on or before **January 21, 2022**
  
- Required orientation for those awarded grants: **early February 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 early February 2022. Specific date, time and location will be provided once confirmed.
- Successful applicants are required 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) and at least one Foundation meeting (subsequent years).

### **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 based 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. Please refer to the **Important Dates/Deadlines** section above for dates and times as well as the links to participate.

Questions may also be sent via email: [floridabluefoundation@floridablue.com](mailto:floridabluefoundation@floridablue.com); or via phone: 1-800-477-3736, ext. 63215.