



Florida Blue Foundation

Mental Well-Being for Children and Families

Mental Well-Being: Loneliness

Call for Applications

Applications due: July 22, 2020, before 5:00 p.m. Eastern Time

Overview

The Florida Blue Foundation recently refreshed its strategic plan, and updated objectives and focus areas.

We will prioritize our resources to improve the health outcomes of Floridians, while aligning our efforts with community needs and serving as a thought leader and trusted partner in our communities.

Through our three new strategic Drivers of Health, we believe we are firmly positioned to make a difference in the health of individuals and communities in Florida through our philanthropic resources. The Foundation will focus its funding priorities on these three areas that have a significant impact on the health of Floridians: **Food Security**, **Health Equity**, and **Mental Well-Being**. As we look at the magnitude of the challenges presented by COVID-19, we will stay focused on the individuals, families and communities in need, even more so, after this pandemic.

This “Call for Applications” will focus on the funding opportunities under one of the Drivers of Health -- Mental Well-Being.

Description of the 2020 Mental Well-Being Drive of Health 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.

This information is specific to the 2020 Mental Well-Being Grant Program with the following Funding Priorities:

Funding Priority #1: Mental Well-Being for Children and Families

The intent of the **Mental Well-Being for Children and Families** program is to provide multi-year grants to nonprofit organizations that can provide the resources, information and programs that take a holistic approach to addressing mental well-being for children and families.

Applicants are to provide proven methodologies and approaches for prevention and wellness interventions that will address issues, for example, making to 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, among others.

Funding Priority #2: Loneliness

The intent of the **Mental Well-Being: Loneliness** program is to award multi-year grants that address loneliness as a result of the impact of the COVID-19 pandemic, as it relates to the senior population who live alone, lack access to social activities, and/or lack services. The applicant is to provide, for example, needed services, training for 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.

NOTE: Proposed programs that address opioids and substance abuse will not be considered under this grant program. [CLICK HERE](#) for information on and links to the application for Mental Well-Being: Opioids and Substance Abuse.

Special Note

Applications can be submitted for one or both of the Funding Priorities. Organizations applying for both Funding Priorities must complete a separate application for each Funding Priority.

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 \$2,250,000 for the funding of this program.
- The Foundation will fund three-year and four-year grants. The average amount per grant is \$80,000 up to \$100,000 per year.
- Priority will be given to applicants that include collaborations and partnerships with other similar organizations in Florida.

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. Program travel
7. Training/educational materials
8. Printing and dissemination
9. Indirect costs – not to exceed 10% of the total grant (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. Profit-making enterprises
5. Research and development
6. Individuals

Completing the Application

The major portion of the information requested will be populated into the Program Logic Model (see attached template). The Logic Model Guidance document and Template are located within the application.

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: July 22, 2020, by 5:00 p.m. (Eastern Time)**
- Application Clarification Conference Calls
 - June 17, 2020 1:00 p.m. – 2:00 p.m. (Eastern Time)
 - June 17, 2020 2:15 p.m. – 3:15 p.m. (Eastern Time)
- To participate in an application clarification conference call, dial: 1-800-882-3610. The passcode is 2871940#
- Applicants will be notified of their status on or before October 30, 2020.
- Required orientation for those awarded grants: January 2021 (date to be confirmed)

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 January 2021. Date and location will be provided once confirmed.
- Successful applicants are required to attend the annual Community Health Symposium and Sapphire Awards. Dates and locations will be provided once they are confirmed.
- When developing your budget, please include funds each year of the grant to cover the required orientation (first year), required Foundation meetings (subsequent years) and attendance at the Annual Community Health Symposium and Sapphire Awards (each year).

Eligible Applicants

Nonprofit 501(c)(3) charitable organizations, public agencies, universities, colleges, training centers and other health care-related facilities 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 focus area;
5. Have expertise in developing programs and materials; and
6. Have the capability to reach target populations described in this application.

[CLICK HERE](#) to access the online applications for the Mental Well-Being for Children and Families and Mental Well-Being: Loneliness programs.

Need Help?

The Foundation will host two application clarification conference calls on the dates/times noted in the **Important Dates/Deadline** section above. To participate in an application clarification conference call, dial: 1-800-882-3610. The pass code is 2871940#.

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