

## Mental Well-being

**[Watch an informational webinar on the Mental Well-being grant program.](#)**

### Important Dates/Deadlines

- Application due date: **March 5, 2024, by 3:00 p.m. (Eastern time)**
- All applicants will be notified of their status on or before **May 31, 2024**
- Required grantee orientation: **June 2024**

**Florida Blue Foundation’s programs are focused on improving health equity by impacting food security, advancing mental well-being, growing healthy communities, and addressing health disparities. This funding opportunity is focused on Mental Well-being.**

### Description of the 2024 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 and the additional mental health challenges brought on in recent years by social media and the pandemic; as well as programs that are increasing the pipeline of mental health professionals.

The Agency for Healthcare Research and Quality’s [2022 National Healthcare Quality and Disparities Report](#) states “nearly 20% of children and young people ages 3-17 in the United States have a mental, emotional, developmental, or behavioral disorder, and suicidal behaviors among high school students increased more than 40% in the decade before 2019. Mental health challenges were the leading cause of death and disability in this age group. These trends were exacerbated during the COVID-19 pandemic.”

As more attention is given to the importance of seeking mental health services, there exists an overall shortage of mental health professionals, especially in rural communities. According to a 2020 National Institute of Health (NIH) article [A call to action to address rural mental health disparities](#), “there is a significant lack of access to specialty mental health care in rural areas in the USA. It is estimated that as many as 65% of nonmetropolitan counties do not have psychiatrists, and over 60% of rural Americans live in designated mental health provider shortage areas. Specialty mental health services are scarce in rural areas, which is likely to contribute to these disparities in care.”

Organizations are to provide proven methodologies and approaches for prevention and wellness interventions that will address mental/behavioral health issues, for example, providing greater access to mental health services (e.g., telemental health, location, transportation, costs, etc.) or proven curriculum and strategies for education and training that will parlay professionals into various practice environments including working on-site or virtually serving individuals in rural communities.

Florida Blue Foundation will provide three- and 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.

### **2024 Mental Well-being Funding Priorities**

Florida Blue Foundation's overall goal for both priorities is to move families, children, individuals, and communities from having mental health issues to living healthy and well.

#### **Priority 1: Addressing youth mental health challenges.**

Services to address mental/behavior health for children, teens, and their parents/caregivers that are struggling to manage stress, anxiety, depression, and other mental health challenges brought on in recent years by social media and the pandemic.

#### **Priority 2: Increase the pipeline of mental health professionals.**

As people continue to seek mental health services, mental health professionals are experiencing an increase in demand. Yet the pool of waiting professionals is low. This is due, in part, to retirements and not enough newer professionals entering into this field.

### **Special Note**

Applicants can apply for one or both funding priorities. 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 and to reach more individuals in rural communities. Priority will be given to organizations that provide services in the following ZIP codes: 32206, 32805, 33612/33613, 33142, and 33311 plus Florida's rural counties -- reference the Florida Department of Health map of rural counties provided in the Details section of the application portal and the Important Information and Attachments sections of the application (with the Program Milestone Document information).

## **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. Program objectives, tasks, expected 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.

## **Funding**

- Florida Blue Foundation has approximately \$1.7 million for the funding of this program.
- The Foundation will fund three- and four-year grants. The approximate amount per grant is between \$90,000 to \$100,000 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 expertise in developing and managing programs, and
5. Have the capability to reach target populations described under this application.

## **What We Do Support**

1. Salaries, including benefits
2. Employee training
3. Rental fees for program/meeting costs
4. Webinar or other types of media/technology
5. Program materials/equipment
6. Required travel related to this grant (e.g., attend Florida Blue Foundation's Annual Community Health Symposium and Sapphire Awards, and other potential annual program meetings, etc.)
7. Training/educational materials
8. Printing and dissemination
9. 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. Research and development
4. Individuals
5. Capital campaigns
6. New start-ups
7. Profit making enterprises as applicants

## 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 June 2024. Specific date and time will be provided once confirmed.
- Successful applicants must attend 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 potential annual program meetings and attendance at Florida Blue Foundation's annual Community Health Symposium and Sapphire Awards. Estimated cost: \$800 per person/per year.
- Where appropriate, grantees must have the capability to administer the Harvard Flourishing Index(es) for recording and reporting program outcomes as it relates to changes in mental well-being of families, children, and individuals [to be determined between the Foundation and individual grantees; copies of the Harvard Flourishing Index(es) and related information provided in the application's Evaluation Plan section].

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

## Need Help?

Check out the **Frequently Asked Questions** beginning on the next page.

If you still have questions, you may contact us via email: [floridabluefoundation@floridablue.com](mailto:floridabluefoundation@floridablue.com); or via phone: 1-800-477-3736, ext. 63215.

## **Mental Well-being Program Frequently Asked Questions**

**Q: Are current grantees eligible to apply to the same program? Or for a different program?**

A: Yes, as long as the proposal aligns with the intent of the grant. And, if applying to the same grant program, the proposal needs to be different than what is currently being funded.

**Q: What is the deadline to submit the 2024 Program application?**

A: Mental Well-being: Before 3:00 p.m. Eastern Time, Friday, March 5, 2024.

**Q: When will applicants be notified of their status as approved or declined?**

A: Mental Well-being: on or before May 31, 2024.

**Q: Do you fund 12-month applications?**

A: No. The Mental Well-being grant program will award three- and four-year (36 or 48 months) grants to nonprofit organizations.

**Q: How many proposals do you expect to receive? How many will you fund?**

A: We do not have an estimate of how many proposals we will receive. The Florida Blue Foundation has approximately \$1.7 million for the funding of the 2024 Mental Well-being initiative.

**Q: What is the decision-making process of selecting applications for funding?**

A: A review committee made up of internal and external individuals who are knowledgeable and/or experts in this funding area make recommendations to the Foundation. The Foundation's Board of Directors has the final approval for all recommended applications.

**Q: For budgeting purposes, can you please provide an estimate of the numbers of days and nights spent at each of the events: Community Health Symposium & Sapphire Awards and at a potential annual program meeting?**

A: Community Health Symposium and Sapphire Awards -- This is a two-day event typically held in Orlando. We recommend estimating the hotel cost at \$250 per night and registration at \$150. Remember to also add in transportation cost. There is no limit to the number of attendees from your organization. It is recommended that, at a minimum, the person who is managing the day-to-day operation of the program attend.

Other meetings -- Meetings in subsequent years are not set in stone and sometimes they are scheduled in conjunction with the Community Health Symposium and Sapphire Awards or at another time during the year that may be scheduled at a central location. The schedule generally allows for closer organizations to be able to travel back and forth in one day. FBF Feb. 2024

**Q: Can these grant funds be used to purchase a building?**

A: No, our programs are not designed to fund brick and mortar grants. Our grants are designed to provide direct delivery services to the underserved and low-income individuals and communities across Florida.

**Q: Are indirect costs allowable?**

A: Yes, up to 10% of indirect costs are allowable under these programs.

*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.*

**Q: What if our organization does not have an audited financial statement?**

A: In lieu of an audited financial statement, the Foundation requests the organization's Statement of Financial Position or Statement of Activities.

**Q: What format do you require for the letters of agreement with collaborators/partners?**

A: We do not have a preferred format for the letters of agreement between collaborators/partners; however, they must be specific to the grant application you are submitting and dated in line with the submitted application.

**Q: Is there a limit to the number of collaborations/partnerships?**

A: There is no limit.

**Q: Is there a maximum number of objectives in the program milestone document?**

A: No, there is no maximum number of objectives.

**Q: For these programs, how does the Foundation define demographics?**

A: For the purposes of these programs, the Foundation defines demographics as the statistical data relating to the human population and particular groups within it (gender, age, ethnicity, income, etc.).

**Q: If an organization is not based in Florida but provides direct services in markets across the country including Florida, would the organization still be eligible to apply?**

A: Yes, as long as the organization can provide the required documents in the Attachments section of the application including the State of Florida Solicitation of Contributions certificate from the Florida Department of Agriculture & Consumer Services.

**Q: What is the Florida Solicitation of Contributions Certificate? Do state agencies need to provide one?**

A: The Florida Department of Agriculture and Consumer Services requires this certification for nonprofits seeking to solicit funds in the state of Florida. It must be renewed yearly. We request that you upload the current certificate that is less than one year old. It is a required attachment so if your organization is exempt, please attach the exemption letter from the Department of Agriculture and Consumer Services. FBF Feb. 2024

**Q: When will the grants become effective?**

A: As soon as the grant agreements are fully executed in June 2024, operations can begin when the organization is ready to launch the program.

**Q: I cannot register online or my organization Tax ID number is not recognized.**

A: If you are having trouble registering or cannot find your organization, please click on “Contact Us” located in the blue box at the top of the page and provide the organization name, address, and tax ID number. Someone will get back to you.

**Q: Is there someplace we might find a list of previously funded/successful proposals for examples of projects that suit the Foundation’s funding needs in this program?**

A: The Foundation’s [website](#) is a great resource for additional information and there you can find a link to the most current Impact Report which highlights many grantees.

**Q: Our organization has more than one affiliate or chapter across the state utilizing the same Tax ID number. Are we able to apply from multiple affiliates/chapters?**

A: Each chapter can submit an application. If the chapters plan to submit similar programs, our recommendation is to submit a statewide proposal. Large organizations that have many divisions, such as universities, colleges, hospital systems, or government agencies, may only submit one application per funding priority. If you have specific questions, please reach out to the Foundation.

**Need Help?**

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