

**PEI Alliance for Mental Well-Being**  
***Focusing Action for Positive Change Grant Program***

**REQUEST FOR APPLICATIONS- Guidelines Document**

**STREAM THREE: CREATING CONNECTIONS GRANTS**

**Application process opens:** June 9, 2022  
**Last date to submit an application:** September 14, 2022 at 11:59 P.M. AST  
**Notice of Decision:** End of November 2022

**What is the Purpose of the Creating Connections Grant Stream and what projects will be considered for funding?**

PEI-based not-for-profit organizations can apply for Creating Connections Grants that provide up to \$50,000 in one-time funding for projects of up to 18-months that develop new, or strengthen existing, connections and relationships across sectors (including but not limited to, not-for-profit, health, social services, justice, education, faith institutions, the community, municipalities, business, academia). Up to \$250,000 total is available in 2022-2023 for this funding stream.

The purpose of a funded connection/relationship is to generate, assess, and scale up effective upstream (preventive) approaches to building resilience and improving mental well-being across the lifespan and across generations.

All funded projects must align with the [Objectives of the Grant Program](#), the Purpose of the funding stream, and focus efforts in the [three Action Areas](#) known to build resilience for individuals, families and/or communities (see detailed information that follows).

Given the intent of this grant stream, at least two organizations from different sectors must be co-applicants on the grant proposal.

**Who can apply?**

- A PEI-based not-for-profit organization (lead “Applicant Organization”), from any region and sector throughout the province, in partnership with at least one other PEI-based organizational co-applicant from any region and sector of PEI.
- Partner organizations can include, but are not limited to, not-for-profit entities, businesses, publicly funded entities such as municipalities, schools, and post-secondary institutions, health units, etc.

To be eligible to apply, the co-applicants must be PEI-based organizations from at least two different sectors.

**NOTES:**

The **Applicant Organization** is the not-for-profit organization that will hold the grant funds.

The **Project Lead** is the main contact from the Applicant Organization who will lead the project.

Individuals are not eligible to apply.

Eligibility is restricted to organizations operating within PEI.

If justified to meet the objectives of the project, the applicant team may include a team member(s) from outside PEI if such team member(s) brings expertise and capacity to the project that is not available in the province (e.g., research and/or evaluation expertise). A team member(s) from outside PEI is not eligible to be the Project Lead.

As the lead Applicant Organization, a not-for-profit organization may submit only one application in a funding cycle, and up to two per year (the Alliance offers two funding cycles per year, one in the summer and one in the winter).

**What are eligible expenses?**

Grant funds may be used to cover the following eligible expenses:

- Training and professional development
- Convening meetings and events, including facility rentals and remote meeting costs
- Transportation within PEI
- Research, evaluation, and dissemination activities
- Wages\* and fees (e.g., consultants, trainers, expertise not available in the community, honoraria)
- Promotional and marketing activities directly related to the project
- Reasonable overhead, capital, infrastructure costs directly related to the project to a maximum of 10% of the total grant
- Costs associated with the grant's financial reporting requirements

*\*Wages – Eligibility for wage coverage will be assessed based on the demonstrated need and must cover tasks that (1) do not already fall within a staff's job and (2) are critical to the success of the project and require additional time.*

**What are ineligible expenses?**

Grant funds cannot be used to cover:

- Prizes and contests
- Scholarships and bursaries
- Individual conference attendance
- Events or activities that do not deliver on the objectives of the project (e.g., fundraising)
- Expenditures made prior to the application

### **What is the application process?**

**Please Note:** Before applying, applicants should review the [Knowledge Base Backgrounder](#) about mental well-being and resilience.

Applicants are also encouraged to visit the [Alliance website](#) for resources about using an outcomes-based approach to project design, implementation, and evaluation (developing project logic models).

A final proofread of documents before submission is recommended to ensure clarity of message and that all documents are included.

Follow these steps to complete and submit your application. If you need assistance submitting your application, contact the Grant Coordinator at: [grants@allianceformentalwellbeing.com](mailto:grants@allianceformentalwellbeing.com)

### ***Steps to Apply***

- Step 1:** Download the Application Form Template and the Budget Template
- Step 2:** Complete the Templates according to instructions on the forms
- Step 3:** Submit your completed Application Form Template, Budget Template, and optional Letters of Support (all in PDF format) to the Grant Coordinator by email at: [grants@allianceformentalwellbeing.com](mailto:grants@allianceformentalwellbeing.com)
- Step 4:** Complete base-line knowledge survey (Survey to be forwarded by Grant Coordinator following receipt of application).

Incomplete applications will not be eligible to advance in the process.

In your application you will be asked to provide:

- Project Title and Funding Stream
- Contact Information for the Applicant Organization(s) and Project Lead
- Information about the Applicant Organization(s) and mandate(s)
- Type of organization and PEI region(s) where the project takes place, including specific community and/or settings

- A high-level **1-page** summary of the project plan, including purpose, relevance and rationale, activities and timeline, estimated budget, and anticipated *outcomes*.
- A detailed proposal to a maximum **10 pages** that is structured according to the Evaluation Criteria for this Funding Stream: 1) Alignment - 3 pages, 2) Design & Implementation - 4 pages, 3) Impact - 3 pages (as outlined below)

**Supplemental Information:** Applicant Organizations are encouraged to submit up to 2, 1-page letters of support to accompany their application. Accompanying letters will be considered as part of the application's overall assessment, submitted at the Applicant's discretion, and can be from organizational partners, communities served, etc. Letters of support should aid in illustrating the project's intended *outcomes*, feasibility, and/or its alignment with the Objectives of the Grant Program.

### **1) Alignment (up to 3 pages):**

- Clearly describe the rationale for the project and what need or problem the project aims to address.
- What is unique about your approach to this issue; are you aware of other organizations doing similar work, and if so, how is your project different?
- Provide a description of how the project:
  - aligns with the four Objectives of the *Improving Mental Well-being for All: Focusing Action for Positive Change Grant Program* and
  - aligns with the Purpose of the Funding Stream
  - will advance one or more of the three Action Areas that are known to build resilience for individuals, families and/or the community:
    - i. supporting responsive relationships
    - ii. strengthening core life skill
    - iii. reducing sources of toxic stress and its harmful build-up

### **2) Design & Implementation (up to 4 pages):**

- Provide a detailed time-based implementation plan that describes the project's activities leading to its anticipated *outcomes* (i.e., what your project will achieve), within the grant timelines. As applicable, the plan should describe activities required to engage stakeholders and partners.
- Describe the specific and complementary contributions (*inputs*) of the co-applicants to the project.
- Describe the aspects of the project's success that depend on this relationship / connection; what can your organization accomplish in working with the co-applicant(s) that it cannot accomplish on its own?
- Describe the things you will produce (*outputs*) during the project's implementation and their purpose (e.g., training or education sessions, flyers or informational materials, program materials, web content, posters, etc.)

- Provide a description of the Project Lead and their capacity and expertise to lead the project and deliver on the proposed *outputs* and *outcomes*, as well that of team member(s), partners, and collaborators, if applicable.
- If applicable, provide an example that demonstrates the Applicant Organization and Project Lead's experience executing similar projects successfully.
- Provide an indication of how the Applicant Organization will help enable the project's success (e.g., by providing in-kind support or leveraging existing resources).
- Describe how you will evaluate the project's implementation, that is, your plan for determining and documenting how consistent your activities were to what you planned (*process evaluation*).
- Using the **Budget Template** provided, include a detailed budget for the project with reasonable justification for each eligible cost; include both financial and/or in-kind contributions from other funders and/or partners, if applicable.

### **3) Impact (up to 3 pages):**

- Describe the desired *outcomes* of your project; include short-term, mid-term, and/or longer-term *outcomes*, as applicable.
- Describe how you will evaluate the *outcomes*, that is, determining how you will know if your project is successful and your plan to document this success (*outcome evaluation plan*).
- Describe how your project *outcomes* and learnings will be summarized and shared, by what means, with what audiences, and for what purpose.
- If applicable, describe any potential the project holds for future scaleup (either within or beyond its current jurisdiction/community/geographical setting).
- If applicable describe how the relationship/connection could be sustained after the grant funding ends.

### **How will my application be assessed and scored?**

A committee of individuals that reflect the applicant community review all applications using the **three criteria that directly align with application requirements**:

#### **1) Alignment (30%):**

- Is the rationale and need for the project clearly stated?
- How unique is the organization's approach to the issue, including in comparison to others in the field?
- To what extent does the project align with the four Objectives of the *Improving Mental Well-being for All: Focusing Action for Positive Change Grant Program*?
- To what extent does the project align with the purpose of the Funding Stream?
- To what extent does the project align with one or more of the three Action Areas?

#### **2) Design & Implementation (30%)**

- Is the implementation plan, including its timelines and related activities and *outputs* both realistic and sufficient to achieve the project’s intended *outcomes*?
- Are the specific and complementary contributions of the co-applicants clearly described?
- Is it clear how the collaboration between the co-applicants contributes to the project’s success, i.e., that *outcomes* are enhanced through this collaboration rather than if the applicant worked on its own?
- Is it clear that the *activities* and *outputs* of the project are well suited to address the identified need/opportunity?
- If the project involves stakeholders and partners is there a clear and appropriate plan describing why they will be engaged, how and when?
- Do the Applicant Organization and Project Lead have the appropriate expertise, experience, capacity, and time required to deliver on the project?
- Is the estimated budget reasonable and well justified?
- Is there a clear plan to evaluate the implementation process?

### 3) Impact (40%)

- Is there a clear and logical plan for both measuring and documenting the impact (*outcomes*) of the project (*outcome evaluation plan*)?
- Does the applicant provide a clear and logical plan to summarize and disseminate project *outcomes* and learnings in a meaningful way?
- To what extent does the project hold future potential for adopting and scaleup (either within or beyond its current jurisdictional/community/geographical setting)?
- To what extent will the *outcomes* of the project be sustainable after the grant funding ends?

Peer reviewers assign a **score** for each of the three criteria based on the following scoring table. The appropriate weight is then applied to arrive at a final score. Applications must receive a score of 70 or higher for each of the three criteria to be recommended for funding.

<b>Descriptor</b>	<b>Scoring range</b>
Excellent	90-100
Very Good	80-89
Good	70-79
Fair	60-69
Poor	0-60

### What are the grant recipient requirements?

Grantees will be required to report as follows (specific reporting requirements will be provided to successful applicants):

- A mid-term progress report
- An end of grant report detailing the project *outputs* and *outcomes*
- An end of grant financial report detailing grant expenditures

### **What happens after I apply?**

All applicants will be notified about the outcome of their applications by the end of November 2022.

Applicants may be asked to submit additional documents or answer questions to support the review and decision process, including proof of credentials, statements of insurance, letters of support from partner organizations, community representatives, etc.

Dependent on the project activities, applicants may be required to provide substantiation regarding ethics review prior to funding decisions. In the case where ethics approval is required, the Applicant Organization must provide the Alliance with proof of such approval (e.g., ethics approval certificate) before grant funding can begin. The Alliance further reserves the right to request of the Applicant Organization proof that such ethics approval is *not* required (e.g., corroborating communication with an Ethics Review Board). Securing appropriate ethics approval is the sole responsibility of the Applicant organization (please consult with a PEI Ethics Review Board to learn more).

Approved Applicants (grant recipients) will be required to sign a funding agreement before receiving funds. Funding agreements include, in part, the following expectations of grant recipients:

- Adherence to regulatory standards, credentials requirements, insurance minimums, etc.;
- Recognition of Alliance funding throughout project activities;
- Submission of interim and final project reports.

Unsuccessful Applicants may request feedback on their application. Requests for feedback should be sent to: [grants@allianceformentalwellbeing.com](mailto:grants@allianceformentalwellbeing.com)

### **Who can I contact for more information?**

For more information and to answer grant program questions, please contact the Grant Coordinator at [grants@allianceformentalwellbeing.com](mailto:grants@allianceformentalwellbeing.com)