



Alliance
for Mental Well-Being

2024 Grant Applicant Guide

Thank you for your interest in the
Alliance's Grant Program!

[Visit the Grant Portal](#)

The Alliance for Mental Well-Being's Focusing Action for Positive Change Grant Program provides community organizations with multi-year funding to deliver projects and initiatives that enhance mental well-being. We focus on funding initiatives that are prevention-based, upstream, and rooted in the science of brain development.

This Guide was developed to help you prepare your application for the 2024 fall intake. It is intended to be a living document and will be updated as we learn and evaluate our progress.

Important Grant Program Application Dates

Project Summary Submissions Close:
Friday, October 18, 2024 @ 11:59pm AT

Coaching and Review Period:
October 2024
Completed on a rolling basis as Project Summary submissions are received.

Application Submission:
October to early November 2024
Applicants who progress to the full application stage will have 15 days with access to complete the application.

Notification of Award:
February/March 2025

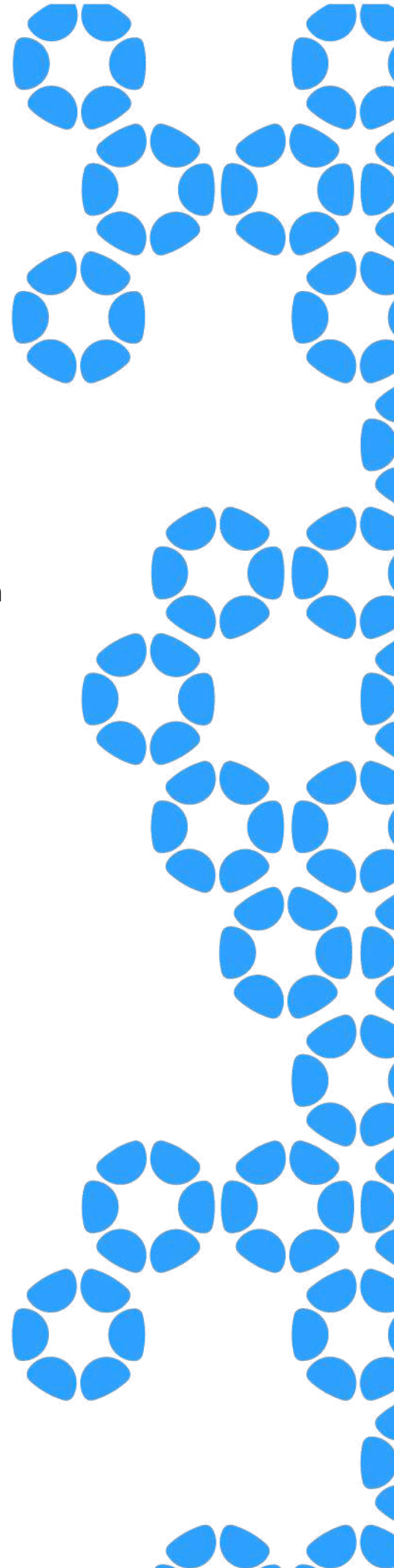


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Grant Program Overview

Alliance for Mental Well-Being

Launched in 2021 as a response to community-informed recommendations, the Alliance for Mental Well-Being is an independent non-profit serving Prince Edward Island with a mandate to create the conditions for positive change so that all people on PEI can achieve and maintain the best possible mental well-being throughout their lives.

Our mission is to support and empower our community partners so we collectively create a future where everyone on PEI can achieve and maintain the best possible mental well-being throughout their lives.

To achieve our mission, we are committed to:

- Providing relevant learning and development opportunities
- Incorporating the latest research into our practices and sharing knowledge with our community
- Creating opportunities for deep connection and collaboration
- Encouraging innovation and change
- Providing capacity support
- Advocating on behalf of our courageous community partners

To learn more about the Alliance and our work, please [visit our website](#).

How the Grant Program Supports our Mandate

Our Grant Program is a vehicle for positive change in how we support mental well-being on PEI. It is designed to:

- Encourage and support initiatives focused on prevention across various sectors and throughout PEI.

- Strengthen resiliency (i.e. coping skills/protective factors) at the individual, family, and community levels.
- Build capacity and raise awareness of how resilience supports mental well-being.
- Learn, evaluate and share best practices for building resilience and making a positive impact on mental well-being outcomes

Grant Program Objective

The Alliance is committed to investing in projects that are prevention-based, upstream, and rooted in the science of brain development.

Projects considered eligible for funding must align with the Grant Program's objective *"to apply and enhance evidence-informed supports that strengthen resilience and improve mental well-being"* by focusing on one or more of the evidence-based factors that contribute to brain development, resilience, and mental well-being.

These three factors, which we call our **Grant Action Areas**, are:

1. Supporting responsive relationships, which promote strong brain architecture in children and provide social and emotional support for adults.
2. Strengthening core life skills like self-regulation, planning, and adaptability, which are developed throughout childhood and adolescence and can be reinforced in adulthood.
3. Mitigating the sources of toxic stress like poverty, violence, or neglect to promote healthy brain development in children and protect against poor health outcomes into adulthood.

All three factors are highly interconnected. If a project focuses on one of these factors, it is likely to also affect the other two.

Example 1: When children have strong responsive relationships with caregivers, significant stress they experience can be buffered and kept at a tolerable level, preventing it from becoming toxic, which helps them develop

stronger brain architecture that can support the development of essential life skills.

Example 2: If adults who have experienced a pile-up of toxic stress throughout their lives are provided support through current adversity, their brains have more bandwidth dedicated to strengthening their core life skills, and they are better able to form responsive relationships with their children and other adults.

To demonstrate the alignment of a project, applicants must show how their project activities will impact its beneficiaries in at least one of these Action Areas, demonstrating that it has potential to improve and strengthen overall mental well-being and resilience for its participants. You can learn more about how to demonstrate this in your application in the Understanding the Core Action Areas resource ([Appendix A](#)).

Eligibility Requirements

The Alliance welcomes applications from any PEI non-profit or charitable organization committed to improving mental well-being outcomes for people on PEI. More than 50 projects have been funded since the first grant intake, which you can view in more detail in our [Grantee Database](#).

Duration of Projects

Projects requesting Alliance funding for the 2024/2025 grant cycle should not begin activities until **April 1, 2025**.

Applicants may request funding for two (2) or three (3) years. Projects must include activities and operations spanning at least 18 months to a maximum of 36 months.

Applicants can anticipate that the funding and reporting periods for each year of the project will span from April to March, with progress and financial reports coming due in May of each year.

Maximum Funding Requests

Applicants can request up to \$100,000 per year, for a total maximum request of \$300,000 over three (3) years or \$200,000 over two (2) years. There is no minimum request amount.

Due to the anticipated high volume of applications, applicants are advised to request a reasonable amount based on the project's needs. While the Alliance reserves the right to propose alternate activities, timelines, or funding amounts to an applicant during the adjudication process, this is not guaranteed.

Eligibility Criteria

Organizations

PEI-based non-profit or charitable organizations (including those defined by Canada Revenue Agency as [Qualified Donees](#)) may apply for a grant from the Alliance, if they meet the following requirements:

- Be in operation as a registered non-profit or charitable organization on PEI for at least two (2) years as of December 31, 2024;
- Have an established governance structure in place within the organization, such as a board of directors or management committee, monthly meetings of councilors, something established with at least three (3) selected or elected members in place;
- Have a business bank account with at least two (2) signors with authorization on the account;
- Have a good financial track record with other funders, provincial and federal governments, or other stakeholders; and
- Have established controls and accountability measures in place internally to protect confidentiality and privacy, follow established

processes and procedures, and satisfy expectations of internal and external stakeholders.

If the above requirements are met, applicants can be based in any region of the province and their work may fall within any scope represented by the non-profit/charitable sector.

Organizations registered off-Island or those who operate as an entity under a regional or national organization may apply if they:

- Have an office, staff and resources on PEI;
- Project funding will be used within PEI;
- Project activities will take place on PEI; and
- The project will focus primarily on supporting beneficiaries within PEI.

Individuals and Other Organization Types

Individuals and for-profit/public organizations who do not meet the above requirements are not eligible to apply to the Grant Program on their own. Individuals and unqualified organizations may apply as a Co-Applicant or in partnership with a qualified applicant.

Co-Applicants and partner organizations may include other not-for-profit entities, businesses, publicly funded entities such as municipalities, schools, and post-secondary institutions, federal programming, and health units, etc.

Organizations operating in other jurisdictions within Canada are eligible to be Co-Applicants or partner organizations on an application, so long as most of the project activities take place on PEI.

Projects

To be funded by the Alliance, requests must be for project funding and cannot include requests for core or capital funding within the application.

Is it a Project?

A project is a temporary endeavor or initiative undertaken to create unique products, services, or results. It can involve anything from environmental scans, needs assessments or research activities, to more complex service delivery or program development activities.

A project includes a series of structured tasks, activities, and deliverables carefully executed to achieve desired outcomes and objectives. A project is not the continuation of existing operations or simply adding a few new components to change a developed program.

What is Project Funding?

Project funding is allocated by the Alliance for a specific initiative or ‘project’ with defined objectives, deliverables, and timelines. Project funding is project- or initiative-specific, with funds intended to be used solely for expenses associated with completing the designated project.

Alliance project funding is:

- Intended to supplement, rather than duplicate or replace, any existing sources of other funding, including that received from federal, provincial or local funding sources.
- Not intended to create a dependency on project funding from the Alliance.
- Intended to support specified costs to deliver time-limited, results-oriented projects that provide programs, research and/or services to improve the mental well-being of people on PEI.

What is NOT Project Funding?

The Grant Program does not accept applications that include requests for core funding or capital funding.

Core funding covers the costs associated with day-to-day operations of an organization. Core funding often covers items such as staff salaries, rent, annual reports and Annual General Meetings, marketing and communications, energy and utilities, insurance and general overhead.

Capital funding is directed towards long-term investments enhancing an organization's capacity, infrastructure or assets. It aims to create lasting value through significant capital expenditures, like refurbishment projects, construction, or purchasing equipment for the future.

Understanding that it can be challenging for applicants to source core and capital funding beyond government funding, organizational revenue and donations, the Alliance allows up to 15% of funding awarded for projects to be used towards administrative/overhead costs connected to the project, to help address some of these difficulties.

Project Submissions per Organization

The Alliance will only accept one application per eligible organization, per intake. Only the first Project Summary submission from an applicant will be accepted.

Organizations submitting multiple Project Summaries will not have their additional submissions reviewed, they will be automatically declined in the Grant Portal.

Current and Past Grantees

Grantees who have received funding from the Alliance can apply if they have completed all project activities and requirements, including submitting the final progress and financial reports, by December 31, 2024.

Grantees who are currently receiving funding and who will not have completed their project and grant reporting by December 31, 2024, are not eligible to submit a funding request in the 2024 intake.

Receiving Funding for Two Concurrent Projects

An organization cannot act as the primary Grantee on two concurrent grants. Organizations can act as Co-Applicants or as a partner with other groups, so long as the main applicant they partner with is not already receiving a grant.

Grantees with Projects Ending in 2025

Grantees presently completing a single-year or multi-year grant ending in 2025 will receive separate communication from the Alliance surrounding the closing out of the existing grant, and what funding or support options exist. They should not apply through the Grant Portal for the 2024 Intake.

Eligible and Ineligible Expenses

Any funding requested from the Alliance should clearly align with the project activities and be reasonable to carry out within the requested funding period.

Only project activities that take place on PEI are eligible for Alliance funding.

Eligible Expenses

Eligible project expenses must fall into the following categories:

- Personnel Costs
- Purchased Services
- Equipment, Materials and Supplies
- Travel Costs
- Workshops, Meetings, Convening and Engagement
- Evaluation and Learning
- Project Overhead and Administration (max. 15%)

Please proceed to the budget section of this package (page 20) for a full description of the eligible expenses and an example budget submission.

Ineligible Expenses and Activities

The Alliance will not fund any expenses outside of the eligible project-related expenses outlined above.

Ineligible expenses and activities include:

- The duplication or replacement of existing government funding, government-mandated services, positions, or activities.
- Core or capital funding costs (see the **Eligible Projects** section)
- Costs or activities already incurred by the organization, including:
 - If your project activities have already been delivered,
 - If your project activities are currently being delivered, or
 - If your project activities will be delivered prior to April 1, 2025.
- Taxes, such as HST, for which the applicant is eligible for a tax rebate, and all other costs eligible for rebates
- Contingency costs or unallocated funding
- Renovations or acquisitions of new space
- Fundraising costs, including general fundraising drives or capital campaigns, core funding or ongoing expenses related to fundraising.
- Political activities supporting or opposing any political party, elected representative, or candidate for public office.
- The financing of deficits or debts.
- Flow-through funding that will be reallocated to a third-party or personal gifts/loans (e.g., donating grant funds to a third party, individual gifts, business or personal loans).
- Activities that are religious or include a requirement to participate in any dimensions of faith.
- Gambling and gambling-related activities (e.g., supplies, licenses).
- The purchase or sale of alcohol or cannabis, financing related licenses or permits, or capital renovations or repairs to facilities or spaces used for the purpose of selling alcohol or cannabis.
- The purchase of firearms or ammunition, or the financing of related licenses or permits.

Applications to the Grant Program that include ineligible costs or activities will be declined.

How to Apply

Applicants will progress through a streamlined three-step process to complete their applications:

1. **Project Summary Submission** (due by October 18, 2024)
2. **Summary Review, Coaching and Support** (completed on a rolling basis – the Alliance staff will provide you with details and dates if your application progresses to this step)
3. **Full Application Completion** (application form will open for 15 days following confirmation of advancement to this step)

Project Summary Submission

Applicants are required to submit a brief project summary. This will include details about your organization, what the project will do, and who it will serve.

At this stage, we are looking to understand more about your project idea and make sure it's aligned with the Grant Program Objective. The Alliance is more than just a funding body, and we strive to work closely with our Grantees to build capacity, promote learning, and share resources beyond financial support.

Prior to completing the Project Summary, we strongly recommend you review the eligibility requirements (page 6) and expectations for Grantees (page 24) to make sure this Grant Program is a good match for you and your project.

Coaching and Application Preparation

After submitting your Project Summary, we will contact you within 10 business days to confirm your project is eligible to advance to the next step.

If the project is eligible to proceed through this stage, we'll walk you through the next steps, which may include:

- **A coaching session with the Alliance team** where we will want to unpack the project in more detail and make suggestions for how to proceed with completing the application
- **A request for more details** including any missing or unclear information about the project or your organization

- **Moving forward to the full application** where you will be able to further outline your project planning and provide any additional information or resources to support your initiative.

Full Application Submission

The Grant Portal will be open for application completion for **15 days** following notification that applicants have advanced to this step in the process. As a result, final application submission deadlines will vary from applicant to applicant.

Applicants who progress to this step should already be prepared to complete their application within the time provided. We recommend thinking about how you would respond to application questions and begin draft responses when completing the Project Summary, where possible.

Completing Your Application

The Alliance is investing in projects that **apply and enhance evidence-informed supports that strengthen resilience and improve mental well-being.**

Project applications must demonstrate alignment with this objective by focusing on one or more of the evidence-based factors that contribute to brain development, resilience, and mental well-being:

- Supporting responsive relationships, which promote strong brain architecture in children and provide social and emotional support for adults.
- Strengthening core life skills like self-regulation, planning, and adaptability, which are developed throughout childhood and adolescence and can be reinforced in adulthood.

- Mitigating the sources of toxic stress like poverty, violence, or neglect to promote healthy brain development in children and protect against poor health outcomes into adulthood.

To support you in understanding and demonstrating your project's alignment with these Action Areas, we've developed further explanations and examples as they relate to specific questions in the application below.

Project Objective

Projects must demonstrate alignment with the Grant Program objective and clearly outline the activities that will take place to build and strengthen resilience and improve mental well-being for project beneficiaries.

We've prepared a [Grant Program Objective Guide \(Appendix A\)](#) to further support your learning in this area.

Short Term Outcomes

Short term outcomes are specific changes in program participants' knowledge, skills, behavior, status and level of functioning that can be reached or attained within 1-3 years. Short term outcomes are generally easier to measure directly and ones that the project team and activities have some control over.

The short-term outcomes for your project should relate to one or more of the evidence-informed Action Areas. To support your response to this question in the application, review the following example outcomes and considerations:

Supporting Responsive Relationships

Example Outcome: Project Beneficiaries build more responsive, stable, mutually supportive relationships with family members, friends or other community members.

Considerations:

- Will your proposed project make a measurable difference in this outcome for your participants?

- If so, what will that change look like in your context? (i.e., what kinds of relationships do you expect will change, and for who? In what way will they change?)

Strengthening Core Life Skills

Example Outcome: Project Beneficiaries develop stronger core life skills, in areas such as goal setting, managing emotions, and adapting effectively to changing situations.

Considerations:

- Will your proposed project make a measurable difference in this outcome for your participants?
- If so, what will that change look like in your context? (i.e., what specific skills do you expect beneficiaries to develop?)

Mitigating the Sources of Toxic Stress

Example Outcome: Beneficiaries have improved access to public transportation to access work, childcare, and community.

Considerations:

- Will your proposed project make a measurable difference in this outcome for your beneficiaries?
- If so, what will that change look like in your context? What specific sources of stress will be reduced?

Your project will likely also have additional short-term outcomes for you to include in your application. These additional outcomes help the Alliance, and the Peer Review Committee better understand your project, so please ensure you include those as well.

Examples of other Short-Term Outcomes:

- Improvement of reading scores by one grade level as seen on standardized tests given after six months of participation.
- The adolescents can negotiate a problem in a calm manner as opposed to responding aggressively.
- A total of 200+ new students will be enrolled in the program from at least 5 schools in Prince County.
- Workshops or training for parents on stress management and nurturing practices result in increased parental engagement and more positive interactions with their children.

- Program staff and volunteers have increased awareness and understanding about the impacts of toxic stress and the importance of nurturing environments and apply this to their program and services delivery.
- In-person participants have improved access to healthy food from food security programs.
- Prince Edward Island residents experience increased access to income security programs.

Project Rationale and Evidence

When applying to the Alliance Grant Program, demonstrating the "why" behind your project is just as important as explaining the "how." We want to see that your project is grounded in real needs and is backed by evidence.

Whether it's data, community feedback, or lessons from past projects, providing a solid rationale shows that your project has a strong foundation. It doesn't have to be overly formal or include extensive research studies, the evidence you present can come from a variety of areas or sources.

Helpful Hints for Sourcing and Presenting Resources:

1. **Use Relevant Data**
Cite local data or research to show a clear need for your project.
2. **Leverage Community Input**
Show how you've listened to the community and used their feedback to shape your project.
3. **Highlight Past Successes**
Reference outcomes from pilot programs or previous work that demonstrate your project's potential.
4. **Show Alignment with Best Practices**
Cite recognized practices or frameworks that support your approach.

5. **Use Partnerships Strategically**
Highlight what your partners contribute to strengthen the project.
6. **Cite Evaluations of Similar Projects**
Show you've learned from past evaluations and applied those lessons.
7. **Include Practical Tools**
Share any methods you'll use to track progress and outcomes.
8. **Identify Gaps and Where More can be Done**
If you're unsure about some evidence, explain how you plan to address it. Your project could include an environmental scan or study as one of the activities to address this gap in knowledge.

Project Activities and Timelines

For multi-year projects, breaking down activities and setting clear timelines is essential. Ensure your planned activities and expenses are eligible for funding in the ineligible expenses and activities section (page 10).

You may wish to outline your timelines and activities using the following method:

Divide the Project into Phases

Break your project into logical phases, such as Planning, Implementation, and Evaluation. For a 2–3-year project, divide each year into manageable periods (e.g., quarters or months), and assign key activities to each phase.

Examples of how this may be broken down could include:

- Year 1: Focus on planning and initial implementation (e.g., needs assessment, hiring staff, stakeholder engagement).
- Year 2: Scale up implementation and monitor progress.
- Year 3: Conduct evaluations and plan for sustainability.

Set Milestones

Identify key achievements (milestones) that show progress. These could be both quantitative (e.g., number of participants) and qualitative (e.g., community feedback).

Example Milestones:

- Needs assessment by Month 6
- Pilot program launch by Month 12
- Mid-term evaluation by Month 18
- 500 participants reached by Year 2

Create a Timeline

List activities with clear start and end dates, assigning responsibility to specific team members or partners. Be realistic about timing and anticipate potential delays.

Example Timeline for a 2-3 Year Project:

Year 1: Planning and Initial Implementation (Months 1-12)

- Months 1-3:
 - Hire project staff and conduct community/stakeholder consultations.
 - Finalize project plan and partnerships.
- Months 4-6:
 - Develop program materials and secure necessary approvals.
 - Pilot test a small-scale version of the project.
- Months 7-9:
 - Review pilot feedback and refine program.
 - Begin full implementation and participant recruitment.
- Months 10-12:
 - Continue full program roll-out.
 - Hold first quarterly review with partners and adjust based on early results.

Year 2: Full Implementation and Monitoring (Months 13-24)

- Months 13-15:
 - Continue program delivery and mid-term data collection.
 - Conduct interim evaluation and adjust activities accordingly.
- Months 16-18:
 - Host community events/workshops to raise awareness.
- Months 19-21:

- Scale up program as necessary and continue monitoring.
- Prepare for mid-term evaluation workshop.
- Months 22-24:
 - Hold mid-term evaluation.
 - Adjust project activities and hold third quarterly review.

Year 3: Evaluation and Sustainability Planning (Months 25-36)

- Months 25-27:
 - Begin final project evaluation and assess impact.
 - Start developing sustainability plan to continue project activities.
- Months 28-30:
 - Finalize sustainability plan with partners.
- Months 31-33:
 - Host final beneficiaries event to present project outcomes and gather feedback.
 - Disseminate evaluation results to partner groups.
- Months 34-36:
 - Complete project close-out, prepare final evaluation, and transition any ongoing activities to a sustainable delivery method.

Align with Short Term Outcomes

Ensure each activity is directly connected to your project's outcomes and demonstrates progress. Include necessary reporting deadlines and maintain communication with partners.

Co-Applicants and Partners

When planning and executing your project, Co-Applicants and other partners can play a vital role in enhancing the impact, capacity, and sustainability of your work.

Co-Applicants are individuals or organizations that share ownership and responsibility for the project. They actively collaborate on the planning, implementation, and reporting stages. This can include other non-profits, community groups, or professionals with expertise that complements your own.

Including Co-Applicants can diversify your team’s skill set, expand your network, and share the workload, fostering a more comprehensive and well-rounded approach to carrying out your project.

Partners, on the other hand, may not share the same level of formal responsibility as Co-Applicants but contribute to specific elements of the project. These contributions can be in the form of resources, knowledge, or access to networks that your organization may not have otherwise.

Partners might assist with outreach, provide in-kind services, or help with evaluation and feedback. Establishing partnerships can increase the reach of your project, making it more impactful within the community.

It’s essential to define clear roles and expectations with both Co-Applicants and partners early in the planning process to ensure a successful, collaborative effort.

Key Considerations:

- **Clear Roles:** Define each group’s responsibilities and contributions.
- **Shared Vision:** Ensure alignment on project goals and outcomes.
- **Communication:** Set up regular communication channels to maintain collaboration.
- **Agreements:** Consider creating workplans or agreements to outline each party’s role and commitment.

Co-applicants and partner groups can significantly enhance your project’s capacity and success when thoughtfully included in your planning.

Budget

Applicants must outline their project budget through an explanation of projected Year 1 expenses and descriptions. Providing clear budget projections helps us understand how you plan to allocate resources and ensures your project is financially feasible.

Budget Areas

When outlining your project budget, it's crucial to clearly identify eligible expenses and planned activities. Please be sure that all items included in your budget adhere to the guidelines outlined in the ineligible expenses and activities section (page 10).

Costs or activities that fall outside these guidelines cannot be funded, so review this section carefully to ensure your proposed budget aligns with the eligibility criteria.

Budget Area	Description of Budget Area
Personnel Costs	Salaries, mandatory employment-related costs and employee benefits for staff positions funded specifically to carry out the project.
Purchased Services	Services purchased including the services of consultants / contractors / subject experts specifically relating to the delivery of the project.
Equipment, Materials and Supplies	Items purchased specifically for use in the delivery of the project.
Travel Costs	Travel costs incurred by employees, volunteers and participants are directly related to delivering the project.
Workshops, Meetings, Convening and Engagement	Virtual or in-person meeting/convening costs incurred relating to the delivery of the project.
Evaluation and Learning	Evaluation costs such as project evaluation, survey administration, evaluation reporting can be included in your OTF Grant Budget.
Project Overhead and Administration (max. 15%)	<p>The Alliance will support overhead and administrative costs directly associated with the funded project, up to a maximum of 15% of the total grant budget for each year.</p> <p>These do not include the direct costs to run or deliver the project, including the staff or equipment associated with the project but include a portion of regular operational expenses that can be attributed specifically to this project.</p>

Year 1 Budget

We ask for Year 1 details because it gives us insight into the initial costs required to launch and stabilize your project. A detailed first-year budget shows that you've carefully considered how funds will be used, from staffing and materials to outreach and evaluation. It also helps us assess how well your spending aligns with your project goals and timeline.

Year 2 and 3 Budgets

For multi-year projects, we ask for simpler budget projections for Years 2 and 3 to give a clear sense of how your project will sustain itself over time. While we understand that costs may shift, these projections help us see your long-term planning and resource allocation. It shows that you've considered the future of your project and can maintain momentum while adapting to changes as the project evolves.

Example Budget Completion for Year 1

Budget Area	Year 1 Budgeted Amount	Explanation of Expenses for Year 1
Personnel Costs	\$37,500	1 FTE – Project Coordinator <ul style="list-style-type: none"> • \$25/hr x 37.5 hrs/week x 40 weeks = \$37,500 • Position beginning June 2025 (pro-rated for Year 1)
Purchased Services	\$19,000	<ul style="list-style-type: none"> • Online learning module development: \$10,000 • Annual fees for access to research databases: \$1,500 • Graphic design: \$7,500
Equipment, Materials and Supplies	\$6,200	<ul style="list-style-type: none"> • Printing and mailing of learning guides for participants: \$2,700 • Purchase of 3 laptops for participants without access to computers: \$3,500
Travel Costs	\$1,500	<ul style="list-style-type: none"> • 50 participants x \$0.50 per km x 60km for travel to learning center or local library for learning session

Workshops, Meetings, Convening and Engagement	\$7,500	<ul style="list-style-type: none"> Licensing for learning platform: \$2,000/year Room rental at learning center: \$150/session x 10 sessions = \$1,500 Digital marketing, outreach and paid ads for promotion: \$4,000
Evaluation and Learning	\$5,000	<ul style="list-style-type: none"> Evaluation and progress consultation at end of Year 1: \$3,000 Administration of participant follow ups and surveys: \$2,000
Project Overhead and Administration (max. 15%)	\$11,500	<ul style="list-style-type: none"> Salaries, costs and benefits of Executive Director to set up project and recruit/onboard coordinator: \$330/day x 2 days/week + 25%MERC x 12 weeks = \$9,900 Incremental (new) costs associated with office internet and utilities: \$1,600
Total Year 1 Budget	\$88,200	

Expectations of a Grantee

At the heart of our Grant Program is a commitment to collaboration and support. We believe that every project has the potential to grow and evolve, and we want to be a part of that journey.

Our relationship with Grantees extends beyond funding; we see ourselves as partners invested in your success. We understand that projects often face unforeseen challenges and opportunities, and we are here to provide guidance and resources to help you navigate these changes.

Through regular check-ins, open communication, and shared learning experiences, we aim to create an environment where grantees feel empowered to adapt and innovate. By working together, we can ensure that your project not only meets its initial objectives but also evolves in response to the needs of the community it serves.

Check-Ins and Touch Points

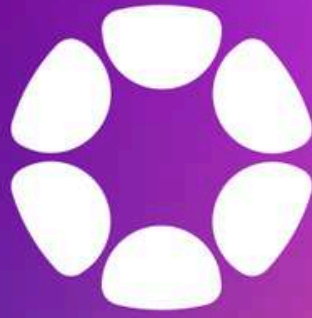
Maintaining open lines of communication is crucial. We expect you to engage in scheduled check-ins throughout the grant period to discuss progress, challenges, and any adjustments needed for your project. These touch points allow us to support you effectively and ensure alignment with project goals.

Yearly Progress Reporting

You'll be required to submit yearly progress reports detailing the outcomes, challenges, and financial expenditures related to your project. These reports help us assess your work's impact and provide an opportunity for you to reflect on successes and areas for growth.

Participation in Capacity Building and Training Opportunities

To enhance your project's effectiveness, you will be invited to participate in capacity-building workshops and training sessions. These opportunities are designed to strengthen your skills, expand your network, and share best practices among Grantees. Your participation helps foster a collaborative learning environment that benefits everyone involved.



Alliance
for Mental Well-Being

Understanding the Core Action Areas

Exploring the evidence-based factors that contribute to brain development, resilience and mental well-being.

Brain Architecture

How a brain develops is influenced by the interaction between genes and experiences. At birth, the brain has been developed enough to contain the basic structures that are necessary for survival, but it still needs to undergo significant growth and maturation.

If we compare brain development to building a house, we can say that we are born with the basic framing completed, and the general “floorplan” of the brain has been developed. There is still much more construction that needs to be done to become a functional brain that can understand, respond to, and interact with the world.

Understanding how a brain develops and how experiences shape brain architecture is essential to understanding how we can support individuals, families, and communities to thrive.

When we understand how adversity negatively impacts brain development, we can apply preventative measures to protect healthy brain development for children. And, when working with adults who may have had disrupted brain development from negative experiences in childhood, we can improve practices to be more empathetic and meet them where they're at, leading to better outcomes for their future.

Just as each house is uniquely built, each brain is uniquely developed. From the moment we are born, our experiences in the world, both positive and negative, impact how our brains are built.



By focusing efforts on the evidence-based factors that contribute to brain development, resilience and mental well-being, we can create the conditions for positive change.

Action Area #1: Responsive Relationships

Responsive relationships are important for the well-being of all people, starting in infancy and continuing through childhood and adolescence into adulthood. Beginning in infancy, stable, responsive relationships help build the foundation for strong brain architecture through **serve-and-return** interactions.

Serve-and-return interactions between a child and caregiver are like a game of tennis, where the “ball” is communication of various types. A child “serves” by reaching out to interact, for example by babbling, crying, picking up a toy, or gesturing for a hug. The caregiver “returns” the serve by responding appropriately, for example by talking, soothing, playing, or hugging.

These reciprocal interactions help form neural connections in a child’s brain, supporting the development of language, social, and emotional skills which are the foundation of more advanced cognitive abilities developed later in life.

“

“The most common protective factor for children and teens who develop the capacity to overcome serious hardship is having at least one stable and committed relationship with a supportive parent, caregiver, or other adult.”

-The Harvard Center for the Developing Child

”

Not only do responsive relationships promote healthy brain development, they help strengthen resilience.

For adults, responsive relationships promote well-being by providing social and emotional support that helps people deal with stress and generates feelings of connection and belonging. For those who experience significant adversity like mental health or substance use issues and the associated stigma and social isolation, forming and maintaining responsive relationships can improve health outcomes, promote positive change, and build hope for the future.

Supporting responsive relationships promotes healthy brain development in children and helps strengthen resilience and improves mental well-being in both children and adults.

Action Area #2:

Core Life Skills

Core life skills are the set of essential capabilities that people need to successfully manage life, work, and relationships. This skillset, also called executive functioning, includes things like planning, focus, self-control, awareness, and adaptability. **Executive function** can be thought of like an air traffic control system in the brain.



Just like an air traffic control system at a busy airport must simultaneously manage multiple airplanes taking off, flying, and landing to avoid collisions, the brain uses the executive function system to plan ahead, prioritize tasks, direct attention, filter distractions, control impulses, and remember goals.

No one is born with these skills; they are developed over time, beginning shortly after birth. Young children start developing core skills by learning to pay attention, follow rules, and remember instructions.

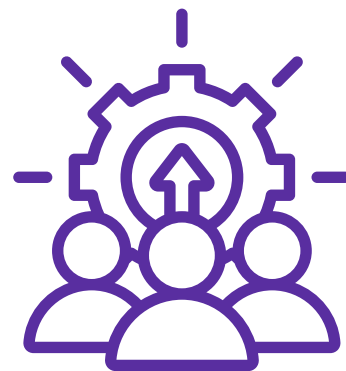
Between the ages of 3 and 5, children's brains go through a rapid period of growth, where their executive function skills improve significantly by engaging in creative play, learning to apply rules in different contexts, and resisting impulsive behaviour. In adolescence, these fundamental skills serve as the groundwork for developing more advanced executive functions, such as time management, setting goals, and navigating challenging situations.

If children aren't raised in environments that support the development of these essential skills, they can become adults who are ill-equipped to manage the demands of everyday life. Inability to plan, prioritize, or navigate conflict can lead to difficulty holding a job, maintaining successful relationships, or raising children of their own.

Underdeveloped decision-making and impulse control skills can contribute to substance use issues or poor mental and physical health outcomes. And, if someone is unable to successfully manage the demands of everyday life, their capacity to navigate significant adversity or toxic stress is severely diminished.

**In other words,
core life skills are the foundation of resilience.**

The good news, however, is that these core life skills can be trained and improved even in adulthood. Although it is much easier to build executive function skills while the brain is still developing, the brain continues to adapt to and learn throughout life. Providing opportunities to develop and strengthen core life skills, in both children and adults, can have a positive impact on mental well-being and resilience.



Action Area #3: Toxic Stress

Stress is an inevitable part of life, and learning how to cope with it is an important part of development. However, healthy brain development can be disrupted by severe or prolonged adversity. In stressful situations, the body's stress response system is activated, sending stress hormones like cortisol and adrenaline throughout the brain and body as a signal to prepare for the threat, causing biological reactions like increased heart rate and blood pressure. There are three types of stress that activate this response to varying degrees.

Positive stress causes a mild activation of the stress response that causes slight elevations in stress hormones and brief increases in heart rate. Experiencing positive stress is a normal and healthy part of child development that can build resilience by helping children prepare for and cope with everyday stressors. Examples of positive stress could be the first day of school or going to the dentist.

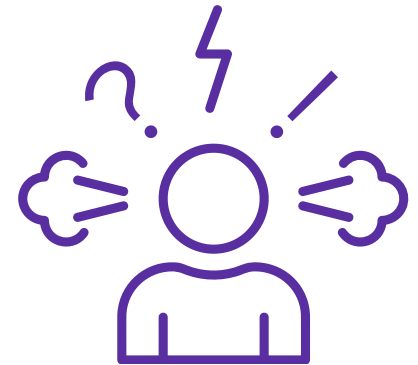


Tolerable stress activates the stress response system more intensely, caused by negative experiences such as a death in the family, an injury, or a natural disaster. When a child receives support from caring, responsive adults, this stress response is buffered, and the brain and body are able to recover.

Toxic stress occurs when an individual experiences intense, prolonged, or frequent activation of the stress response, caused by severe adversity like abuse, neglect, violence, or poverty.

This constant activation of the stress response disrupts brain development in children who don't receive adequate support from caregivers. Experiencing toxic stress in early life can cause changes in brain regions involved in reasoning, learning, and emotional processing, and greatly increases the risk of negative health outcomes like heart disease, diabetes, obesity, and substance use and mental health issues later in life.

Adults who have experienced a pile-up of toxic stress since childhood often have a heightened stress response that is easily triggered, making it difficult to deal with current adversity. If these adults are caregivers, it can be hard for them to provide stable, responsive relationships for children while also meeting their own needs. Mitigating the effects of toxic stress can protect healthy brain development and improve mental well-being.



All three of these factors are highly interconnected.

If efforts are focused on one of these factors, it is likely to also affect the other two. For example, when children have strong responsive relationships with caregivers, significant stress they experience can be buffered and kept at a tolerable level, preventing it from becoming toxic, which helps them develop stronger brain architecture that can support the development of core life skills.

Or, if adults who have experienced a pile-up of toxic stress throughout their lives are given support that mitigates current adversity, their brains have more energy to dedicate to improving their core life skills, and they are better able to form responsive relationships with their children and other adults. Strengthening core life skills in children and adults can reduce sources of stress, providing more time and energy to maintaining responsive relationships.

Supporting responsive relationships, strengthening core life skills, and mitigating the sources of toxic stress can help build the capacity to navigate adversity and sustain mental well-being over the long term.

Looking to Learn More?

We invite you to visit these resources to learn more about the science of brain development.

How Brains are Built video: [How Brains are Built: The Core Story of Brain Development \(youtube.com\)](#)

Science of Resilience: [InBrief: The Science of Resilience \(harvard.edu\)](#)

Video overview of the three action areas: [Science X Design: Three Principles to Improve Outcomes for Children - YouTube](#)

Guide to serve and return: [Serve and Return \(harvard.edu\)](#)

Guide to executive function: [Executive Function & Self-Regulation \(harvard.edu\)](#)

Guide to toxic stress: [Toxic Stress \(harvard.edu\)](#)

From Best Practices to Breakthrough Impacts summary report: [Key Findings: From Best Practices to Breakthrough Impacts \(harvardcenter.wpenginepowered.com\)](#)

[**Visit the Alliance Website**](#)



2024 Grant Application

Application Questions

**This is intended to be used as a resource
and is not the actual application.**

**Applicants who progress to the full application will
receive access to complete the form in the Grant Portal.**

Organizational Details

Organizational Operations

In what geographical area(s) of the Island is your organization based or operating in? Please select all that apply.

Choices

- Charlottetown/Cornwall/Stratford
- Summerside
- Prince County (Outside of Summerside)
- Queens County (Outside of Charlottetown/Cornwall/Stratford)
- Kings County

Operating Budget

What is your organization's annual operating budget?

Character Limit: 20

Banking and Signatories

Does your organization have a business bank account registered in the organization's name with two or more signatories?

Choices

- Yes, we currently have a business account with at least two signatories
- No, we do not have a business account, but will set one up if our application is successful

Annual Financials

Does your organization have a financial audit or financial review conducted on an annual basis?

Choices

- Yes, our organization has a financial audit completed annually
- Yes, our organization has a financial review conducted annually

- No, we do not but we agree to have an audit completed if application is successful
- No, we do not but we agree to have a review completed if our application is successful

Governing Members

Name the current members of the organization's board of directors. Please include their role on the board and the year they first joined or were elected.

Organizational Activities

Describe your organization's primary activities.
Character Limit: 1500

Organizational Alignment with the Project

Why is your organization the most aligned and/or best positioned to lead this project?
Character Limit: 1500

Project Description and Rationale

Project Name

Character Limit: 100

Length of Project

What length of project funding are you applying for?

Note: This may differ from the length of the project you selected in the Project Summary stage.

Choices

- We are applying for funding of a two (2) year project
- We are applying for funding of a three (3) year project

Explanation of the Evidence

Use this section to provide additional detail about the evidence or groundwork you have used to guide your project planning. How does this evidence support your rationale for undertaking this project?

You may upload a file that verifies the types of evidence you selected previously. Please ensure any uploaded files are named or titled logically, and that the description clearly explains what the file is and why it was uploaded.
Character Limit: 2000 | File Size Limit: 5 MB

Similar Projects

Is your project idea similar to other programs or initiatives being delivered by other organizations across PEI?

If so, what is the organization and project already being delivered and how does your project differ?

If there aren't comparable projects, what is unique about this project that has not been explored or used by other organizations or projects on PEI?
Character Limit: 1000

Project Delivery

Project Objective

Explain how this project aligns with the objective and which Grant Action Area(s) the proposed project activities will focus on. How will this positively impact the mental well-being of the project beneficiaries you've outlined?
Character Limit: 2000

Project Activities and Timelines

Outline the major activities that will take place as part of this project and the associated timelines.

Character Limit: 2000

Organizational Capacity

Describe your organization's experience in carrying out projects of this size and scope.

Character Limit: 1000

Project Staff

Describe the expertise and experience among existing staff to carry out this project as planned or the additional skills or capacities you will need to achieve the project activities.

Character Limit: 1000

Confirmation of Co-Applicants and Partners

Have you confirmed and/or had conversations with any Co-Applicants, Partner Groups or other external advisors? Please list the specific organizations you have spoken to (they may be from those you listed in the Project Summary or new additions) and confirm the status of the partnership or commitment currently.

Character Limit: 1000

Working with Co-Applicants and/or Partner Groups

Outline what roles and responsibilities any Co-Applicants and/or Partner Groups you listed above will have in the project development, implementation and/or delivery. If groups will only be engaged at specific milestones or for specific activities, outline what those are.

Please include what your role in the project will be and how you intend to interact and collaborate with the Co-Applicants and Partner Groups. If there are challenges or limitations in how partnerships for the project can be leveraged, you may also outline those here.

Character Limit: 1500

Budget and Funding Request

Project Funding Request

What amounts are you requesting from the Alliance for this project? You may request up to \$100,000 per year.

Year 1 Budget

Please complete the following table with your projected budget for Year 1 of the project. Only include eligible project costs to be covered by the Alliance. If this project is receiving additional internal or external funding, you will be asked to list that later in this section of the application.

For any budget areas where you anticipate incurring an expense in Year 1, please provide a brief description of what the funding will cover.

Year 2 and 3 Expense Projections

Please complete the following table with your projected costs associated with Year 2 and Year 3. If you are only applying for two (2) years of funding, you are only required to fill in the Year 2 column.

Budget Details

You may use this space to provide additional information about your budget request.

Character Limit: 2000

Additional Project Funding and Revenue

Use this space to provide further detail or information about the other sources of project funding or revenue you anticipate receiving for the initiative. If you are considering applying for, have applied for, or have already received funding from other grantors or funders, please outline them here.

Other Sources of Project Revenue

Use this space to provide further detail or information about the other sources of project funding or revenue you anticipate receiving for the initiative. If you are considering applying for, have applied for, or have already received funding from other grantors or funders, please outline them here.

Character Limit: 1500

Project Measurement, Evaluation and Learning

Short Term Outcomes

What are the anticipated short-term outcomes of the project?

Note: Short term outcomes are specific changes in program participants' knowledge, skills, behaviour, status and level of functioning that can be reached or attained within 1-3 years. Short term outcomes are generally easier to measure directly and ones that the project operations have some control over.

Character Limit: 2000

Total Project Participation

What is the approximate number of total beneficiaries you intend for this project to reach through the entirety of the funded project?

Character Limit: 5

Year 1 Participation Projections

How many individual participants do you expect to reach through the project over Year 1 exclusively?

Character Limit: 5

Measuring Progress

Grant recipients are expected to submit yearly progress reports that include evidence demonstrating the outcomes achieved, challenges faced, and lessons learned. What methods will you use to collect data to measure the progress, impact, and success of the project?

Choices

- Post-program only feedback surveys of participants
- Pre and post program surveys that track changes over time
- Surveys of people other than participants, such as parents or teachers
- Interviews or focus groups with participants or other key groups
- Staff or volunteer logs and feedback
- Tracking of key statistics (i.e. school absences, number of downloads of a resource, referrals made)
- Other methods

Measurement Methods

Provide a brief description of how you might use the tools selected above, or other methods, to measure the project's progress.

Character Limit: 1500

Final Notes

Is there anything else you'd like to share about your project that you haven't had the opportunity to share elsewhere in the application?

Character Limit: 1500

Supporting Documents

Documents to Support Your Application

You may upload up to three (3) separate files that you believe will strengthen your application and provide a brief explanation of each upload in the text box.

Ready to take the next step?

We invite you to begin your Project
Summary submission!

[Visit the Grant Portal](#)

Additional Questions?

Please email us at grants@afmwb.com
and we will get back to you shortly!