

With a generous donation from **Bupa Foundation**, **The Association of Mental Health Providers** is proud to administer the first targeted grant-making element within the **Mental Health Sustainability Programme**; to **support organisations who have a helpline** element to be positively impacted with regards their sustainability at this stage in England's pandemic response.

The Mental Health Sustainability Programme is pleased to be able to provide **small grants of up to £5,000 (from a pot of £50,000)**, to support sustainability in **small-medium sized** (up to £250,000 turnover) **mental health voluntary, community and social enterprise organisations who offer a helpline provision**.

The Fund is looking to support organisations who work to support the **mental health and wellbeing of communities disproportionately impacted by Covid-19**; with a focus on organisations that are **led by and/or are supporting Black, Asian, Minority Ethnic communities**. We will also be considering applications from **organisations supporting other disadvantaged groups** such as the homeless community, those in contact with the criminal justice system, children and young people, women and girls, victims of domestic violence etc.

Our vision is to create a more **sustainable mental health sector** from which people have access to opportunities, feel connected and included, and live healthy and fulfilling lives. Moreover, **helplines have always been an important part of mental health service provision** by the VCSE sector. For individuals with mental health needs, 'improved choice of delivery can help to promote confidence in accessing services and help to address wider communication barriers and problems that people have in engaging with formal mental health service provision'.¹

This is a fund for sustainability where it refers to **investment in your future stability** as an organisation to provide support to individuals suffering from mental health needs or illnesses; particularly with regards increasing your helpline's opening hours, increasing your capacity and/or workforce skill and to contribute to remote working costs. We expect to see the impact of the funding 6-12 months after award.

Eligibility

Your organisation must meet **all** of the following criteria:

Type of organisation	Registered charity, not for profit company limited by guarantee, CIC (Community Interest Company) or CIO (Charitable Incorporated Organisation)
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¹ Howe S, Meakin B, Islam-Barrett F, 'Helplines at the Frontline of Health and Social Care', Helplines Partnership, Race Equality Foundation & Shaping Our Lives < <https://www.helplines.org/wp-content/uploads/2014/12/Helplines-at-the-Frontline-of-Health-and-Social-Care.pdf>>, 2014

Age of organisation	Is to have been operational and registered with Companies House/Charity Commission for at least 2 years by time of application (=registration on/before November 2019).
Helpline provision	Definition of helpline: <i>A service providing non-face-to-face advice, support and information via phone, email, text, SMS or online.</i>
Expressed purpose	Is to support individuals suffering from mental health needs or illnesses as evidenced by and stated in organisation's governing documents, as well as by a track record of previous mental health support provision
Supporting those with health inequalities exacerbated by Covid-19	Such as minoritised communities (Black, Asian, Minority Ethnic communities), LGBT+, children and young people, older people, new mothers, and those in contact with the criminal justice system etc.
Able to demonstrate	That this funding is required to support the sustainability of this organisation through the Covid-19 pandemic and beyond
Size of organization	Annual revenue of no more than £250,000 in last full year accounts.
Location	Based in England, with majority of beneficiaries in England

Examples of need and use of grants

- Costs incurred as a result of (digital) service transition such as online video conferencing membership, changing helpline provider or phone-line redirection costs;
- Costs incurred to increase capacity and skill across the pre-existing workforce to deal with new issues arising because of the pandemic such as accredited online courses where they relate to mental health and/or helpline delivery only;
- Costs incurred to deal with increasing workload and new ways of working, such as CRM platform fees, paperless case management systems or impact reporting equipment/consultancy;
- Costs incurred to improve access and advertising your services, such as appropriate marketing costs or website redevelopment where it is evidenced that this means of advertising is relevant to your prospective audience's needs;
- Costs incurred to improve IT infrastructure such as cloud memberships;
- Costs incurred to support the workforce such as Employee Assistance Programmes and external supervision costs;
- Costs incurred for other Coronavirus related adaptations to your service, where it is indicated why these adaptations have not already been undertaken.

We understand the importance of what you are doing and what your organisation needs – and we want to contribute to support that. Therefore for this round, we are pleased to be able to cover up to 25% of your total application costs for core costs (inc. salaries) provided this is highlighted in your application: i.e. if you have applied for the cost of 10 workforce places on a mental health training course at £2,000, you may add no more than £500 of overheads (with a mandatory breakdown - £15/hour staff rate for 20 hours plus £200 office rent contribution) to this application for a total request of £2,500. The £5,000 cap still applies so please ensure your application for non-core costs is no more than £4,000 in order to add up to £1,000 for core costs.

Support during application process

We are a small Programme team and seek to keep administrative costs to a minimum in order to concentrate our resources on grant giving. Therefore, we are not able to discuss prospective applications or to give detailed pre-application advice. The best way for us to understand what you are aiming to achieve with our funding is for us to read your application. If in doubt, please

read our FAQs and pay particular attention to the eligibility criteria before submitting applications that would fall short of any criteria.

The application process

We hope to have made the application process as simple as possible; we ask you to submit this application online by midday Friday 3rd December.

What makes a good application?

For a good application, please make as relevant and brief as possible, using clear and concise, non-technical language, with a focus on your organisation's sustainability and impact.

Your application is likely to be declined if it does not consider impact and sustainability in the lifespan of your organisation and with regards to the use of this award.

Furthermore, we expect to see a breakdown of what funding will be used for with estimated costs. If this isn't clearly outlined, your application will likely be declined.

If we have funded you before we are able to again on two conditions: 1) that you meet all eligibility and 2) that you had not used the grant previously made to direct benefit/cost attribution to your helpline.

Assessment process

We are committed to being proportionate in terms of both speed and due process, and as such we have a short window within which applications can be received. We hope to review in the week beginning 13th December, confirm decisions with our panel in w/c 10th January and make awards known in the latter part of January 2022.

All applications will be shortlisted on their own merit and we ask that documents and comments beyond those asked for are not submitted in support to any application.

Ethical Fundraising policy

The Association of Mental Health Providers does not conduct its own fundraising activities but does accept grants and donations from private sector companies and individuals for programmes and projects. To understand further from which companies we accept donations and how we use funds, please read our Ethical Fundraising Policy which can be found within the webpages of the Mental Health Sustainability Programme.

Data privacy statement

The Association of Mental Health Providers reserves the right to hold data related to grant applications in order to monitor and evaluate the impact of our programmes and funds.

Data on unsuccessful applications will be held for 3 years, whilst successful applications will be held for length of programme and 3 years further. For more information, please read our Privacy Notice which can be found within the webpages of the Mental Health Sustainability Programme.

Safeguarding statement

If you are working with children, people with disabilities or any other vulnerable groups you must have a thorough policy of training and DBS-checking (where necessary) staff and volunteers. You will need to provide a copy of your Safeguarding Policy as part of your application and disclose any recent adverse issues.

Timeframes and further rounds

Applications open on Monday 15th November and close at midday on Friday 3rd December. Applications received after this date will not be considered, nor taken over into the next awarding round.

Decisions will be communicated to all applicants no later than week of 24th January 2022, with awards credited shortly thereafter. There is an expectation that a signed grant agreement will be returned before funds are released and support from the awarded organisation will be needed to meet this deadline.

Feedback

We regret that we cannot provide feedback to unsuccessful applicants – for past rounds, most of those rejected have consistently not met the criteria - and we do not have an appeal process in place.

Reporting requirement

If your funding request is successful, we'd like to know about how it's made a difference – we will email you asking for a supporting statement on the use of the grant money, if/how it has increased the number of beneficiaries reached or your income, and any impact statements and photos that are indicative of its use.

We will not ask for financial reports or receipts on the assumption that you will spend money where it has the biggest impact on your organisation's sustainability and response to the pandemic.

We have assistance from our evaluation partner in reporting on the impact that these small grants have; we ask in our application form for information on revenue, as well as the number of beneficiaries reached. We will repeat the request for this data at later intervals to measure the impact via these two criteria. Moreover, we have a short evaluation form that aims to capture how the fund has contributed to your operations and particularly your sustainability. Completing this form is a requirement of the funding.