



UK
Foundation



Association
of Mental
Health
Providers



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🔍 What is the MHSP Helplines Fund? 🗣️

ANSWERING YOUR QUESTIONS

Wednesday 17 November
1-2pm

@AssocMHP
@BupaFoundation
www.amhp.org.uk
mhsp@amhp.org.uk

We are thrilled you are interested in applying for a small grant through our Helplines Fund with Bupa Foundation.

This webinar aims to:

- Set the context to the Programme and this specific Helplines Fund
- Go through the eligibility criteria
- Share the key dates and provide a timeline for the process
- Answer any questions about the applications and fund



About the Programme

- Established in the Summer 2020...

UK charities launch Mental Health Sustainability Fund as country faces mental health crisis because of COVID-19

A coalition of mental health charities and social enterprises are appealing to the UK's largest businesses for financial and volunteering support to ensure that community charities can continue to deliver urgent mental health support to those who need it most. Goldman Sachs is the founding supporter by providing cornerstone funding for the fund.

- By a coalition of leading mental health charities...



- In collaboration with private sector partners*

[Bupa](#), [Deloitte](#), [PwC](#) and [Salesforce](#) have agreed to donate time, skills and/or resources to help small voluntary, community and social enterprise (VCSE) organisations continue to deliver urgently needed mental health support, as the country faces "a perfect storm" mental health crisis because of COVID-19.

*with more partners joining later

The small grants fund to date



**OVER 400
APPLICATIONS
RECEIVED**



**NEARLY £200,000
AWARDED**



**65 ORGANISATIONS
SUPPORTED**



**OVER 250,000
PEOPLE SUPPORTED**

- Using funds to:
 - Digitise their services
 - Ensure they had the right equipment for the job
 - Deliver new/adapted streams of work
 - Continue online for as long as needed
 - Support the wellbeing and training of their staff/volunteer workforce

Eligibility criteria (1)

Type of organisation	<p>Registered charity, not for profit company limited by guarantee, CIC (Community Interest Company) or CIO (Charitable Incorporated Organisation)</p>
Age of organisation	<p>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).</p>
Helpline provision	<p>Definition of helpline: <i>A service providing non-face-to-face advice, support and information via phone, email, text, SMS or online.</i></p>
Expressed purpose	<p>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</p>


Eligibility criteria (2)

<p>Supporting those with health inequalities exacerbated by Covid-19</p>	<p>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.</p>
<p>Able to demonstrate</p>	<p>That this funding is required to support the sustainability of this organisation through the Covid-19 pandemic and beyond</p>
<p>Size of organization</p>	<p>Annual revenue of no more than £250,000 in last full year accounts.</p>
<p>Location</p>	<p>Based in England, with majority of beneficiaries in England</p>

Examples of need and use of grants

- Costs incurred:
 - as a result of digital service transition
 - to increase capacity and skill across the pre-existing workforce
 - to deal with increasing workload and new ways of working
 - to improve access and advertising digitally
 - to improve IT infrastructure
 - to (emotionally) support the workforce
 - for other Coronavirus related adaptations or repairs.
- You may also apply for core cost coverage (up to 25% or £1,000 – whichever is **less**) in your application. You must stay within the £5,000 limit.

What makes a good application?

- Providing a level of detail that is thorough as well as being relevant;
 - Using clear and concise, nontechnical language;
 - Focusing on your organisation's sustainability and impact;
 - Providing an accurate (albeit estimated) breakdown of funding costs as requested;
 - Including quantifiable answers that demonstrate the positive effect of your service and of this prospective award.
- 

Panel and decision making

- Proportionate in terms of both speed and due process
- Panel representatives:
 - An employee from an organisation in the Association's VCSE membership;
 - An employee from our private sector partner and contributor to the fund, Bupa Foundation;
 - An individual with experience working with small-sized organisations making a difference to the mental health of their communities
 - our Programme team.

Timeline for fund

- Applications open: Monday 15 November
- FAQ webinar: Wednesday 17 November
- Application window closes: Friday 3 December
- Internal sift and scoring: w/c 6 December
- Panel decision making: w/c 10 January
- Decisions communicated: w/c 17 January
- Awards credited: from w/c 24 January
- Evaluation report submitted in: July 2022 or Dec 2022 (approx.)
- Monies spent by: Jan or Feb 2023 (approx.)

Questions?

If not answered live due to time or knowledge of panelists, we will be sharing answers to all questions submitted in an update to our existing FAQ document.

Email: mhsp@amhp.org.uk



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Questions received...

- Can applications be submitted as partnership with different organisations?
 - We are looking to support small grassroots providers and as such we will consider these applications on a case by case basis. The sustainability and impact of all the organisations in the consortia would need to be reflected in the application and all must meet the eligibility criteria (with the caveat that the consortia must have a combined turnover of less than £250,000).
- We want to set up a helpline, would this be suitable for the fund?
 - An organisation looking to set up a helpline would be looked on less favourably by those whom are looking for funds to sustain existing helpline provision. We would need detail in your application about 1) where the funding for the helpline would come from after a prospective award from us; 2) are you filling a gap of needs/local provision in setting up this helpline and/or why else are you expanding to deliver this helpline?

Questions received...

- Can this fund be used to support online counselling or weekly virtual befriending (online over Zoom or the telephone)?
 - This fund is intended to support Helpline provision ONLY so this would not be eligible.