



About the Alliance

Prince Edward Island has a wealth of community initiatives, organizations and programs aimed at improving the lives and mental well-being of Islanders. There are Islanders from tip to tip working to support one another.

At the PEI Alliance for Mental Well-Being we align, coordinate and support those riches so they have maximum impact. We are a community focused partnership, addressing all aspects of Island life. We foster connections, facilitate the sharing of best practices and the spread of successful programs and services across the Island. We provide grants to organizations and initiatives that are focused on helping individuals, families and communities build their mental well-being and resiliency.

Our Goal is Huge Yet Simple

To ensure all people living in PEI have an equal opportunity to achieve and maintain the best possible mental well-being throughout their lifetime.

About Mental Well-Being

To guide our work, we look to the body of knowledge developed about resilience and mental well-being. This knowledge draws upon research and science about the human development process, the critical importance of early childhood and brain development to life-long mental well-being outcomes, and the social determinants of health.

What is Mental Well-Being?

The knowledge base tells us that to be mentally well is to have the capacity to bounce back from significant adversity or toxic stress and sustain mental well-being over the long term.

What is Resilience?

Resilience is a term used to describe an individual's capacity to sustain mental well-being during adversity or toxic stress.

Resilience is not a fixed character trait you are born with; rather it is a capacity that can be built throughout life (although starting early is the best investment). Resilience is built and supported by families, schools, workplaces, communities, and governments. We all have a role we can play in our own resilience and in the resilience of others.

Improving Mental Well-being for All:

Focusing Action for Positive Change Grant Program

The Alliance is pleased to be able to invest in projects and initiatives that focus on building and strengthening the resilience of individuals, families, and communities. This in turn is aimed at improving the mental well-being outcomes for all Islanders.

Objectives

The PEI Alliance for Mental Well-Being's grant program has four primary objectives.

- To strengthen and enhance the factors that build individual, family and community resilience
- To generate and amplify cross-sector and cross-PEI initiatives to align and integrate preventative approaches
- To support capacity-building and raise awareness of the connection between resilience and mental well-being
- To support efforts to assess, learn, evaluate, and share resilience-building best practices and impact across PEI and in other jurisdictions

Action Areas

All funded projects must focus on one or more of the three main areas known to build resilience:

- Supporting responsive relationships (all ages and life stages)
- Strengthening core life skills
- Reducing sources of toxic stress and its harmful build-up

A total of up to \$2 million is available for the 2021-2022 Improving Mental Well-being for All: Focusing Action for Positive Change Grant Program. The program will be implemented through four funding streams.

- **Stream One:** Enhanced Support Grants
- **Stream Two:** Innovation Grants
- **Stream Three:** Creating Connections Grants
- **Stream Four:** Targeted Investment Grants

Enhanced Support Grant Stream

PEI organizations can apply for Enhanced Support Grants that provide up to \$100,000 per year for up to three years for funding to enhance existing programs, policies, and initiatives to build resilience and improve mental well-being throughout the lifespan of Islanders of all ages.

The grants can also be used to build and deepen knowledge and understanding about mental well-being and resilience through professional development, training, and building communities of practice both within the Applicant's Organization and with its collaborators.

\$1M is available in 2021-2022 for this funding stream to support grants of up to \$100,000 per year for up to three years.

Innovation Grants Stream

PEI organizations can apply for Innovation Grants that provide one-time funding to develop and assess new approaches or new ideas that build resilience and improve mental well-being throughout the lifespan of all generations of Islanders. .

The project must focus on innovation, a new program, or a new approach. A funded project could include an initiative where an approach used in another jurisdiction is developed and assessed in the PEI context.

More than one idea may be submitted by an applicant organization using a separate application for each distinct project.

\$500,000 is available in 2021-2022 for this funding stream to support one-time grants of up to \$50,000 over the period of the project.

Creating Connections Grant Stream

PEI organizations can apply for Creating Connections Grants that provide one-time funding for projects 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 and academia).

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 throughout the lifespan of all generations of Islanders.

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

\$500,000 is available in 2021-2022 for this funding stream to support one-time grants of up to \$50,000 over the period of the project.

Targeted Investments Grant Stream

PEI organizations can apply for Targeted Investment Grants that provide one-time funding for projects that hold potential to inform policy and/or systems level change directed at advancing resilience in one or more of the Action Areas.

Examples of eligible projects include those focused on research and evaluation, program evaluation, knowledge mobilization, database integration, community asset mapping, conducting province-wide surveys, etc.

\$200,000 is available in 2021-2022 for this funding stream to support one-time grants of up to \$100,000 over the period of the project.

PEI Alliance for Mental Well-Being Grant Program at a Glance

How do I apply?

All interested organizations are first asked to register their intent to apply on our website. Through this registration process information will be shared about the application process, timelines, application workshops and more.

Who can apply for a grant?

Organizations in all regions of PEI from across all sectors, including:

- Local and regional not-for-profit, community and charitable organizations
- Indigenous organizations and communities
- Partners working with any of the above, including, but not limited to, businesses, municipalities, schools, and post-secondary organizations

Individuals are not eligible to apply. Eligibility is restricted to organizations operating within PEI.

What are eligible expenses?

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

- Training and professional development
- Holding meetings and events, including facility rentals and/or remote meeting costs
- Transportation
- 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, and 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. Wages must cover tasks that do not already fall within a staff's job and are critical to the success of the project and require additional time.*

To learn more about the Alliance and mental well-being visit our website: AllianceforMentalWellbeing.com