



FOUNDATION FUNDRAISING
FOR
MENTAL HEALTH FIRST AID:
WHERE DO WE START?
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Introduction

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What Is Mental Health First Aid?

Mental Health First Aid is the help offered to a person developing a mental health problem or experiencing a mental health crisis. The first aid is given until appropriate treatment and support are received or until the crisis resolves.



What Is a Mental Disorder?

A **mental disorder** or **mental illness** is a diagnosable illness that:

- + Affects a person's thinking, emotional state, and behavior
- + Disrupts the person's ability to
 - Work
 - Carry out daily activities
 - Engage in satisfying relationships



U.S. Adults with a Mental Disorder in Any One Year

Type of Mental Disorder	% Adults
Anxiety disorder	18.1
Major depressive disorder	6.7
Substance use disorder	3.8
Bipolar disorder	2.6
Eating disorders	2.1
Schizophrenia	1.1
Any mental disorder	26.2



Why Mental Health First Aid?

- + Mental health problems are common.
- + Stigma is associated with mental health problems.
- + Many people are not well informed about mental health problems.
- + Professional help is not always on hand.
- + People often do not know how to respond.
- + People with mental health problems often do not seek help.



The Mental Health First Aid Action Plan

- + **A**ssess for risk of suicide or harm
- + **L**isten nonjudgmentally
- + **G**ive reassurance and information
- + **E**ncourage appropriate professional help
- + **E**ncourage self-help and other support strategies



Recovery from Mental Illness

“Recovery is the process in which people are able to live, work, learn, and participate fully in their communities.”

“For some, this is the ability to live a fulfilling and productive life despite a disability.”

“For others, recovery implies the reduction or complete remission of symptoms.”

— *President’s New Freedom Commission on Mental Health, 2003*

Mental Health First Aid Challenge Grants – Applications Due Aug 1st!



Multiple grants are intended to support existing instructors to teach the course in their community

- + \$4,000 grant to certify at least 100 individuals in Mental Health First Aid through 12-hour courses
- + \$1,000 grant to certify at least 25 individuals in Mental Health First Aid through 12-hour course/s
- + Some the criteria – fidelity, sustainability, partnership, evaluation, and reporting
- + See application at www.mentalhealthfirstaid.org for more



Featured Speaker

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FUNDRAISING CHECKLIST

- + Are we a 501(c)(3) organization?
- + How much money do we need?
- + What kind of funding do we need (e.g. program support)
- + What do we need the money for?
- + When do we need the money?



FUNDERS LOOK FOR:

- + A program that helps the foundation fulfill its own mission
- + High-quality program that meets a real need in the community
- + Capable leadership, good track record
- + Strong organizational & financial systems



KEY MHFA THEMES THAT COULD ATTRACT FUNDS

- + Mental Health
- + Health
- + What else?
- + Which audiences are you serving?



FOUNDATION CENTER'S RESOURCE: WWW.GRANTSPACE.ORG

- + <http://www.grantspace.org/Tools> Find a Funder
- + <http://www.grantspace.org/Tools/Sample-Documents> sample proposals & budgets
- + <http://www.grantspace.org/Skills> training
- + https://secure1.foundationcenter.org/fdo/signup/fdo_promo Free 24-hour trial!

The Foundation Center provides free funding information through network of more than 450 "cooperating collections" — libraries, community foundations, and other nonprofit resource centers located across the U.S. and several countries. Use this map to find a Cooperating Collection near you. [About Cooperating Collections»](#)

Search by:

ZIP code

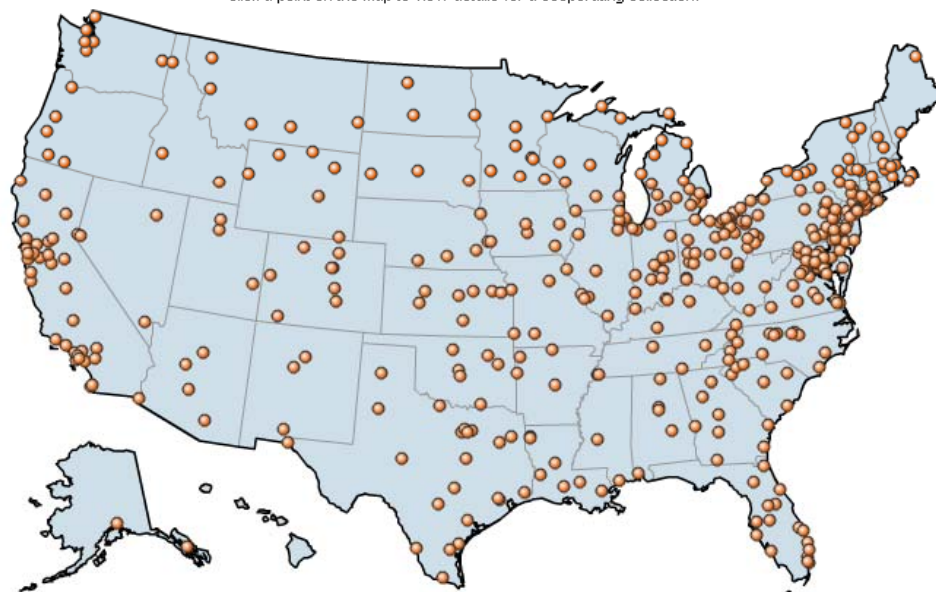
OR City, State

Browse by:

State or Country Map

Map of the Foundation Center's Cooperating Collections

Click a point on the map to view details for a cooperating collection.





IS THIS THE RIGHT FIT?

- + Read eligibility & grant guidelines first!
- + Geography matters: Most foundations funds programs in certain cities/regions
- + Check the 990 for grants awarded
- + Call the foundation: Give your pitch & ask if there might be interest in this program

Part XIV Private Operating Foundations (see page 27 of the instructions and Part VII-A, question 9)

1a If the foundation has received a ruling or determination letter that it is a private operating foundation, and the ruling is effective for 2008, enter the date of the ruling

b Check box to indicate whether the foundation is a private operating foundation described in section 4947(c)(1) or 4947(c)(5)

2a Enter the lesser of the adjusted net income from Part I or the minimum investment return from Part X for each year listed

Tax year	For 3 years	Total
06/2008	06/2007	06/2006

b 80% of line 2a

c Qualifying distributions from Part XII line 4 for each year listed

d Amounts included in line 2c not used directly for active conduct of exempt activities

e Qualifying distributions made directly for active conduct of exempt activities. Subtract line 2d from line 2c

3 Complete 3a, b, or c for the alternative test relied upon:

a "Assets" alternative test—enter:

(1) Value of all assets

(2) Value of assets qualifying under section 4947(j)(6)(B)

b "Exemption" alternative test—enter % of minimum investment return shown in Part X, line 4 for each year listed

c "Support" alternative test—enter:

(1) Total support other than gross investment income (interest, dividends, rents, payments on securities loans (section 512(a)(5), or royalties)

(2) Support from general public and 5 or more exempt organizations as provided in section 4942(b)(9)(B)(i)

(3) Largest amount of support from an exempt organization

(4) Gross investment income

Part XV Supplementary information (Complete this part only if the foundation had \$5,000 or more in assets at any time during the year—see page 27 of the instructions.)

1 Information Regarding Foundation Managers:

a List any managers of the foundation who have contributed more than 2% of the total contributions received by the foundation before the close of any tax year (but only if they have contributed more than \$5,000). (See section 507(d)(2).)

b List any managers of the foundation who own 10% or more of the stock of a corporation (or an equally large portion of the ownership of a partnership or other entity) of which the foundation has a 10% or greater interest.

2 Information Regarding Contribution, Grant, Gift, Loan, Scholarship, etc., Programs:

Check here if the foundation only makes contributions to preselected charitable organizations and does not accept unsolicited requests for funds. If the foundation makes gifts, grants, etc. (see page 28 of the instructions) to individuals or organizations under other conditions, complete items 2a, b, c, and d.

a The name, address, and telephone number of the person to whom applications should be addressed:

b The form in which applications should be submitted and information and materials they should include:

APPLICATION INFORMATION

c Any submission deadlines:

d Any restrictions or limitations on awards, such as by geographical area, charitable fields, kinds of institutions, or other factors:

Part XV Supplementary Information (continued)

3 Grants and Contributions Paid During the Year or Approved for Future Payment

Recipient	If recipient is an individual, show any relationship to any foundation manager or substantial contributor	Foundation status of recipient	Purpose of grant or contribution	Amount
a Paid during the year				
GRANTS PAID				
Total				
b Approved for future payment				
FUTURE GRANTS				
Total				

FOUNDATION CENTER Knowledge to build on.

IRS Form 990

Form 990 Return of Organization Exempt From Income Tax
Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions.)

Part II Statement of Functional Expenses

Revenue

1 Contributions, gifts, grants, and similar amounts received:

a Contributions to donor advised funds 1a

b Direct public support (not included on line 1a) 1b

c Indirect public support (not included on line 1a) 1c

d Government contributions (grants) (not included on line 1a) 1d **GIFTS RECEIVED**

e Total (add lines 1a through 1d) (cash \$ _____ noncash \$ _____) 1e

2 Program service revenue including government fees and contracts (from Part VII, line 93) 2

3 Membership dues and assessments 3

4 Interest on savings and temporary cash investments 4

5 Dividends and interest from securities:

6a Gross rents 6a

b Less: rental expenses 6b

c Net rental income or (loss). Subtract line 6b from line 6a 6c

7 Other investment income (describe): 7

8a Gross amount from sales of assets other than inventory (A) Securities 8a (B) Other

b Less: cost or other basis and sales expenses 8b

c Gain or (loss) (attach schedule) 8c

d Net gain or (loss). Combine line 8c, columns (A) and (B) 8d

9 Special events and activities (attach schedule). If any amount is from gaming, check here: 9

a Gross revenue (not including \$ _____ of contributions reported on line 1d) of 9a

b Less: direct expenses other than fundraising expenses 9b

c Net income or (loss) from special events. Subtract line 9b from line 9a 9c

10a Gross sales of inventory, less returns and allowances 10a

b Less: cost of goods sold 10b

c Gross profit or (loss) from sales of inventory (attach schedule). Subtract line 10b from line 10a 10c

11 Other revenue (from Part VII, line 103) 11

12 Total revenue. Add lines 1a, 2, 3, 4, 5, 6c, 7, 8d, 9c, 10c, and 11 12 **REVENUE**

Expenses

13 Program services (from line 44, column (B)) 13

14 Management and general (from line 44, column (C)) 14

15 Fundraising (from line 44, column (D)) 15

16 Payments to affiliates (attach schedule) 16

17 Total expenses. Add lines 13 and 14, column (A) 17 **EXPENSES**

18 Excess or (deficit) for the year. Subtract line 17 from line 12 18

19 Net assets or fund balances at beginning of year (from line 23, column (A)) 19

Part II Statement of Functional Expenses

All organizations must complete column (A). Columns (B), (C), and (D) are required for section 501(c)(3) and (4) organizations and section 4947(a)(1) nonexempt charitable trusts but optional for others. (See the instructions.)

Do not include amounts reported on line 22a, 22b, 23, 24, or 25a.	(A) Total	(B) Program services	(C) Management and general	(D) Fundraising
22a Grants paid from donor advised funds (attach schedule) (cash \$ _____ noncash \$ _____) If its amount includes foreign grants, check here: <input type="checkbox"/> 22a	GRANTS PAID			
22b Other grants and allocations (attach schedule) (cash \$ _____ noncash \$ _____) If its amount includes foreign grants, check here: <input type="checkbox"/> 22b				
23 Specific assistance to individuals (attach schedule) 23				
24 Benefits paid to or for members (attach schedule) 24				
25a Compensation of current officers, directors, key employees, etc. listed in Part V-A (attach schedule) 25a				
b Compensation of former officers, directors, key employees, etc. listed in Part V-B (attach schedule) 25b				
c Compensation and other distributions, not included above, to disqualified persons (as defined under section 4958(f)) and persons described in section 4958(g)(9)(B) (attach schedule) 25c				
26 Salaries and wages of employees not included on lines 25a, b, and c 26				
27 Pension plan contributions not included on lines 25a, b, and c 27				
28 Employee benefits not included on lines 25a - 27 28				
29 Payroll taxes 29				
30 Professional fundraising fees 30				
31 Accounting fees 31				
32 Legal fees 32				
33 Supplies 33				
34 Telephone 34				
35 Postage and shipping 35				
36 Occupancy 36				
37 Equipment rental and maintenance 37				
38 Printing and publications 38				
39 Travel 39				
40 Conferences, conventions, and meetings 40				
41 Interest 41				
42 Depreciation, depletion, etc. (attach schedule) 42				
43 Other expenses not covered above (itemize): 43a				
a 43b				
c 43c				
d 43d				
e 43e				
f 43f				
g 43g				
44 Total functional expenses. Add lines 22a through 43g. (Organizations complying columns (B)-(D), carry these totals to lines 13-15.) 44	PROGRAM SERVICES			

Joint Costs. Check if you are following SOP 98-2. Are any joint costs from a combined educational campaign and fundraising solicitation reported in (B) Program services? Yes No

Form 990 (2008) Page 3

Part III Statement of Program Service Accomplishments (See the instructions.)

Form 990 is available for public inspection and, for some people, serves as the primary or sole source of information about a particular organization. How the public perceives an organization in such cases may be determined by the information presented on its return. Therefore, please make sure the return is complete and accurate and fully describes, in Part III, the organization's programs and accomplishments.

What is the organization's primary exempt purpose? **GRANTS PAID**

All organizations must describe their exempt purpose achievements in a clear and concise manner. State the number of grants served, publications issued, etc. Discuss achievements that are not measurable (Section 501(c)(3) and (4) organizations and 4947(a)(1) nonexempt charitable trusts must also enter the amount of grants and allocations to others.)

Program Service Expenses (Required for 501(c)(3) and (4) orgs. and 4947(a)(1) trusts but optional for others.)

a. **GRANTS PAID**

(Grants and allocations \$) If this amount includes foreign grants, check here

b. **GRANTS PAID**

(Grants and allocations \$) If this amount includes foreign grants, check here

c. **GRANTS PAID**

(Grants and allocations \$) If this amount includes foreign grants, check here

d. **GRANTS PAID**

(Grants and allocations \$) If this amount includes foreign grants, check here

e. Other program services (attach schedule) (Grants and allocations \$) If this amount includes foreign grants, check here

f. **Total of Program Service Expenses** (should equal line 44, column (B), Program services.)

Form 990 (2008)

Form 990 (2008) Page 4

Part IV Balance Sheets (See the instructions.)

Note: Where required, attach schedules and amounts within the description column should be by end-of-year amounts only.

	(A) Beginning of year	(B) End of year
45 Cash—non-interest-bearing	45	
46 Savings and temporary cash investments	46	
47a Accounts receivable	47a	
b Less: allowance for doubtful accounts	47b	47c
48a Pledges receivable	48a	
b Less: allowance for doubtful accounts	48b	48c
49 Grants receivable	49	
50a Receivables from current and former officers, directors, trustees, and key employees (attach schedule)	50a	
b Receivables from other disqualified persons (as defined under section 4958(a)(1)) and persons described in section 4958(c)(3)(B) (attach schedule)	50b	
51a Other notes and loans receivable (attach schedule)	51a	
b Less: allowance for doubtful accounts	51b	51c
52 Inventories for sale or use	52	
53 Prepaid expense and deferred charge	53	
54a Investments—publicly-traded securities	54a	
b Investments—other securities (attach schedule)	54b	
55a Investments—land, buildings, and equipment: basis	55a	
b Less: accumulated depreciation (attach schedule)	55b	55c
56 Investments—other (attach schedule)	56	
57a Land, buildings, and equipment: basis	57a	
b Less: accumulated depreciation (attach schedule)	57b	57c
58 Other assets, including program-related investments (describe)	58	
59 Total assets (must equal line 74). Add lines 45 through 58	59	
60 Accounts payable and accrued expenses	60	
61 Grants payable	61	
62 Deferred revenue	62	
63 Loans from officers, directors, trustees, and key employees (attach schedule)	63	
64a Tax-exempt bond liabilities (attach schedule)	64a	
b Mortgage and other notes payable (attach schedule)	64b	
65 Other liabilities (describe)	65	
66 Total liabilities. Add lines 60 through 65	66	
67 Organizations that follow SFAS 117, check here <input type="checkbox"/> and complete lines 67 through 69 and lines 73 and 74.	67	
68 Unrestricted	68	
69 Temporarily restricted	69	
70 Organizations that do not follow SFAS 117, check here <input type="checkbox"/> and complete lines 70 through 74.	70	
71 Capital stock, trust principal, or current funds	71	
72 Paid-in or capital surplus, or land, building, and equipment fund	72	
73 Retained earnings, endowment, accumulated income, or other funds	73	
74 Total net assets or fund balances. Add lines 67 through 69 or lines 70 through 73. (Column (A) must equal line 59 and column (B) must equal line 21)	74	

Form 990 (2008)



Good Places to Start

- + Your local community foundation
 - Call to pitch the program
 - Ask if a proposal would be considered
 - If yes, ask if dollar amount is appropriate
 - Ask which other foundations might be interested

- + United Way

- + Hospital conversion foundations



PROPOSAL RULES

- + Follow guidelines exactly
- + Follow advice given to you on phone by program officer
- + Make sure you are asking for funds to serve people in the right geography
- + Note deadlines & submit on time!



PROPOSAL CONTENT

- + The Need: Focus on community's need for MHFA; use stats with sources
- + Then explain your organization's need
- + Emphasize outcomes, not merely activities
- + Use stories/testimonials for emotional appeal



PROPOSAL COVER LETTER

- + Write this last
- + Make it a brief overview of the request
- + Use very polite & genuine tone
- + Use signatures required (e.g. Board Chair, Executive Director)



PROPOSAL BUDGET

- + Often helpful to start with the budget so you understand where your gaps are
- + Your budget tells a story, and your proposal narrative must match the story
- + Make sure to include not just expenses, but revenues (i.e. other grants, fees charged to participants, etc.)



PROPOSAL SUPPLEMENTS

- + Letter(s) of support from those who will benefit (e.g. a school, police dept., etc.)
 - Usually not mandatory but very helpful
 - Write a template letter and ask the supporting organization to put it on its letterhead & send it to you

- + All required documents per guidelines
- + Any helpful, related news articles



AFTER THE SUBMISSION

- + Expect a phone call/email from a program officer with questions
- + Provide all follow-up information in a timely manner; ask how soon it is needed
- + If asked for a meeting, bring a board member, your executive director (and yourself/a program director)
 - Make sure you prep everyone from your team attending; make them read proposal



IF YOUR REQUEST IS DENIED

- + Understand that this happens often
- + Call the program officer to find out why
- + Ask if he/she has any advice
- + Find out if/when you can re-apply
- + Take what you learned and use it – adjust future proposals/approach as necessary



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Q & A

Mental Health First Aid in your Community



- + A recording of this webinar & the power point will be available on the National Council website 48 hours after it has ended.
- + Visit www.MentalHealthFirstAid.org for further information on the course and to find an instructor near you.
- + Become a fan of Mental Health First Aid USA on Facebook & get updates and information on a variety of mental health topics.
- + For any further questions, contact Bryan Gibb at bryang@thenationalcouncil.org or Susan Partain at susanp@thenationalcouncil.org or 202.684.3732.