

WELLNESS EQUITY PROGRAM

COMMUNITY DIRECTED ENRICHMENT PROJECTS

Applications Accepted beginning July 15, 2023

Application windows:

Round 1: Application due 8/29/2023 – estimate start date: 9/15/2023

Round 2: Application due 10/15/2023 – estimate start date: 11/15/2023

Round 3: Application due 12/15/2023 – estimate start date: 1/15/2024

Summary:

The Wellness Equity Program is funding community improvement projects that promote social or economic recovery from the COVID-19 pandemic. Recipients will serve communities that have been disproportionately affected by the pandemic, are at higher risk of health disparities, and/or have been historically underserved. This includes but is not limited to: Black/ African American, Hispanic/ Latinx, Asian American, Native Hawaiian Pacific Islander, and Native American communities; medically underserved communities; and people living in rural communities.

Examples of possible projects may include, but are not limited to:

- Food distribution projects
- COVID-19 education and outreach
- Community gardens
- Active transportation
- Mural and other beautification efforts
- Traffic calming projects
- Projects to address social isolation
- Anything else your community may need that aligns with these goals

We are seeking projects that offer creative solutions to improve health equity, have a high community impact, promote recovery from the pandemic, and ideally, will be sustainable beyond the initial funding.

Background:

On May 27, 2021, the Public Health Services (PHS) department, in the County of San Diego Health and Human Services Agency (HHS) was awarded grant funding from the Centers for Disease Control and Prevention (CDC) for the COVID-19 Health Disparities Project. The goal of the funding is to address COVID-19 health disparities among populations at high-risk and underserved, including racial and ethnic minority populations and rural communities.

As part of this funding, Mental Health America San Diego is contracted in Fiscal Year 2023-2024 to subgrant \$1.5 million to community-based organizations for Community Directed-Enrichment Projects that address health disparities.

The Wellness Equity Program, a program of PHS, in collaboration with Mental Health America of



San Diego, will provide funding for selected grassroots community organizations to become subcontractors to focus on health promotion or activities that reduce health disparities in racial and ethnic communities. Receive up to \$25,000 to support your project or venture.

You are a great fit for the Wellness Equity Program’s Subcontractor Funding Program if you are:

- Based in San Diego County.
- An organization or group that primarily serves people within San Diego County from communities that were disproportionately affected by the COVID-19 pandemic. This includes but is not limited to: Black/ African American communities, Hispanic/ Latinx, Asian American, Native Hawaiian Pacific Islander, and Native American communities; medically underserved communities; LGBTQIA+ communities; and people living in rural communities.
- An integral part of your community in sharing knowledge and information relative to reducing health disparities and increasing knowledge about well-being.
- Have a clear idea about a project and your organization is ready to act.
- Passionate about creating change in your community.

Subcontractor Funding Details:

Dates and Deadlines

Applications can also be found here: <https://www.mhasd.org/wellnessequity>

To apply, please submit one of the following ways **between July 15th, 2023 – December 31st, 2023**:

1. Email application to bbanks@mhasd.org
2. Mail to:
Mental Health America of San Diego
ATTN: Wellness Equity Program
4069 30th St, San Diego, CA 92104, USA

Application Process

All applications will be reviewed and evaluated by the Wellness Equity Program (WEP) Advisory Committee, facilitated by Mental Health America San Diego. Mental Health America San Diego (WEP) staff who have the final decision in the selection process.

Eligibility

- Project must be in San Diego County.
- Project must promote social or economic recovery in eligible communities.
- Applicants must have the ability to meet contract requirements, such as background checks, that are referenced in other terms and conditions.

Use of Funds

- Funds may be used for business operating expenses of the program.
- Applicants should submit a detailed budget of the general operating expenses.
- Funding must be spent by May 21st, 2024.

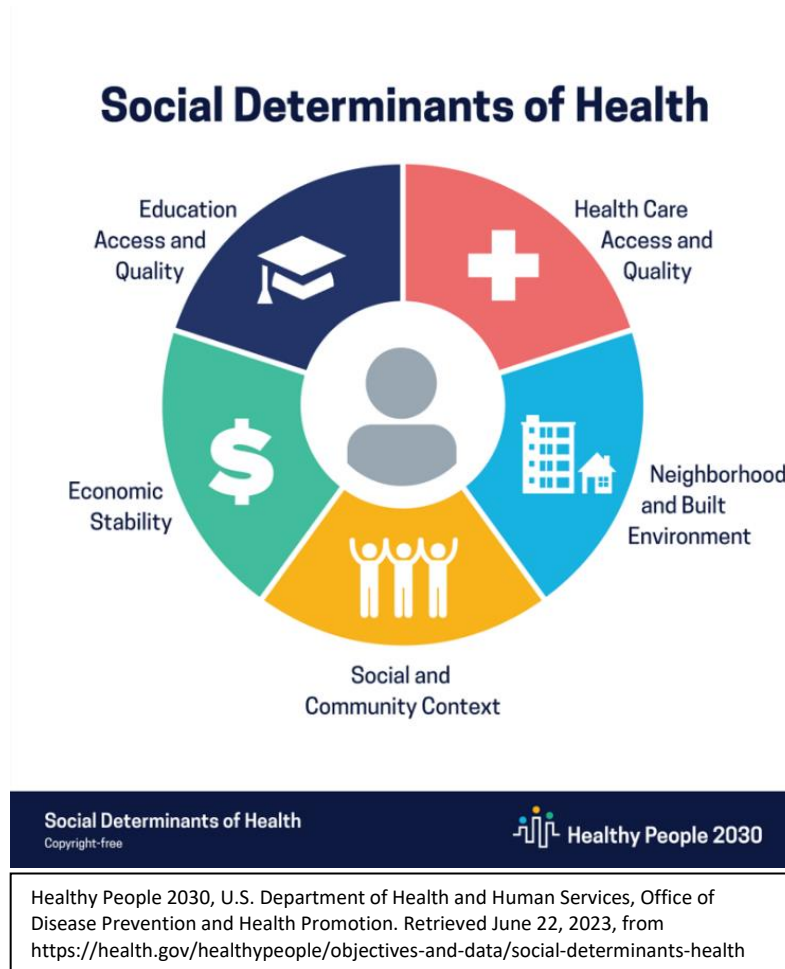
Other Terms and Conditions

- Approved applicants will submit monthly progress reports to the WEP program coordinator.
- Approved applicants will be required to sign a Subcontractor Agreement with Mental Health America of San Diego (MHASD), which has terms and conditions prescribed by the San Diego County for Community-Directed Enrichment Projects to Address Health Disparities. (Appendix A, including Article 1, Performance of Work, sections 1.1-1.7).
- Must participate in a series of capacity building and organizational development workshops that will increase sustainability and provide leadership development.
- May have to attend a WEP Advisory Committee meeting to do a progress report or presentation on your funded project.

Applicants may email bbanks@mhasd.org or call him directly at (619) 727-1888 for any questions.

WEP seeks to improve social determinants of health, including the categories below. **For more information on “Social Determinants of Health” click the image below or visit:**

<https://health.gov/healthypeople/priority-areas/social-determinants-health>:



Mental Health America of San Diego

Wellness Equity Program – Community-Directed Enrichment Projects

Addressing Health Disparities - Subcontractor Application

Organization/Group Name: _____

Address: _____

City/Zip: _____

Contact Person/Title: _____ Phone: _____

Email: _____ Region of San Diego: _____

Requested Amount (up to \$25,000): _____

Signature: _____

Project Name: _____

Proposal Summary: Please provide a brief description of the project you are seeking funding for:

4. Please describe why your organization would be best suited to implement this project.

5. Tell us what your organization views as the communities' strengths and challenges.

6. What specific health needs are being addressed by this project?



7. Why does your organization feel your proposed project is vital for the community?

8. If the grant is awarded, what is your organization's plan to sustain the benefits of this project in the future?

9. Briefly share your program/organization's story. You may use creativity answering this question, such as a video or audio storytelling (no longer than 2 min).



10. Budget - Please attach a proposed budget (1 page or less) indicating how the funds will be used.

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