LIKE MINDS, LIKE MINE - COMMUNITY PARTNERSHIP FUND

APPLICATION GUIDELINES

*Like Minds, Like Mine* is a programme to reduce stigma and discrimination and to increase social inclusion for people with experience of mental illness.

Applications close 12 noon, Friday 29 August 2014


*This document has been peer reviewed by an external procurement agency.*
APPLICATION GUIDELINES

The Community Partnership Fund is part of the Like Minds, Like Mine programme. The Like Minds, Like Mine National Plan 2014-2019 (the National Plan) provides background and sets the guiding principles for the Like Minds, Like Mine programme activity over the next five years. Like Minds, Like Mine seeks to promote more inclusive attitudes, behaviour and structures in New Zealand’s social environment rather than to directly assist people with experience of mental illness.

Like Minds, Like Mine is a multi-faceted programme that communicates the vision, inspires people, and works with communities. By changing the attitudes and behaviours of people who have the potential to exclude people with experience of mental illness, Like Minds, Like Mine seeks to promote the conditions for social inclusion.

The full National Plan is available to be downloaded at health.govt.nz/publication/minds-mine-national-plan-2014-2019. It explains how the Community Partnership Fund fits within the broader Like Minds, Like Mine programme.

LIKE MINDS, LIKE MINE

Like Minds, Like Mine aims to create a socially inclusive New Zealand that is free of stigma and discrimination towards people with experience of mental illness.

PURPOSE OF THE COMMUNITY PARTNERSHIP FUND

The purpose of the Community Partnership Fund is to support communities to develop innovative projects that reduce stigma and discrimination and increase social inclusion for people with experience of mental illness. The projects will align with the National Plan and will occur in workplaces and community-based social environments where social exclusion may occur.

The ideal project will promote more inclusive attitudes, behaviours and structures in social settings, rather than directly assisting people with experience of mental illness.

INNOVATION

The Community Partnership Fund seeks to fund community partnerships to develop new and creative ways to reduce barriers and increase social inclusion for people with experience of mental illness.

The Community Partnership Fund aligns Rising to the Challenge: The Mental Health and Addiction Service Development plan 2012 – 2017 and is guided by the principles
of He Kākano ō Rangiātea – He Kete Mātauranga in the continuing efforts to reduce stigma.

References

For further explanation of the principles and conceptual basis for the Like Minds, Like Mine programme please refer to:

Jane, D. (2012). Best Practice Guidelines: For delivering education and training to counter stigma and discrimination associated with mental distress. Wellington: Kites Trust. This publication has a comprehensive list of relevant recommended reading and resources.

Kites Trust. (2005). The Power of Contact. A literature review of different initiatives aimed at reducing stigma and discrimination, with a particular focus on education and training.

The following planning tool may also be useful for applicants:

Planning tool – access through the Making a Difference funding process: www.socialchangetoolkit.org.nz/

PROJECT REQUIREMENTS

In alignment with the National Plan, Community Partnership Fund projects will be assessed against the following criteria:

1. **Benefit the most excluded people**

Projects need to put emphasis on removing stigma and discrimination and increasing social inclusion for the most excluded groups, including:

- people with severe mental illness
- Māori (tangata whaiora) with experience of mental illness
- Pacific peoples with experience of mental illness
- young people aged 17 to 24 with experience of mental illness.

Projects will demonstrate knowledge and proficiency in delivering tikanga Māori and/or Pacific models of health and community practice, and identify how this will be applied in their work with these priority communities.

2. **Take place in priority settings**

Projects should take place in workplaces and community-based settings where exclusion occurs.

The National Plan has identified workplaces as a key area where people who experience mental illness are excluded. Activity includes enabling the structures and
cultures within workplaces to be more inclusive and supportive in order to reduce stigma and discrimination towards people with experience of mental illness.

Community-based settings are social environments including:

- workplaces, including volunteering and social enterprise workplaces
- community organisations including arts, culture, clubs, groups, charities, trusts, iwi and hapū
- organisations providing goods and services to the public eg, hospitality, retail, fitness, finance, local authorities
- medical and mental health settings including non-governmental organisations (NGOs), primary health organisations (PHOs) and private practices
- education services including schools, polytechnics, universities, adult education and alternative education.

Discrimination against people with experience of mental illness can occur in these settings, creating barriers that undermine participation and equality of opportunity.

3. **Demonstrate partnership**

The most effective way to create social change is through broad cross-community coordination that works together to have a collective impact. Projects should demonstrate coordinated activity with groups within a community working in partnership.

4. **Leadership by people with experience of mental illness**

Projects need to include people with experience of mental illness in a leadership capacity in project design, activity and delivery. Projects should demonstrate contact between people with experience of mental illness and people who exclude. Projects should use contact-based strategies that reduce stigma and discrimination and increase social inclusion by creating and effectively sustaining knowledge about mental illness, positive attitude and behaviour change.

5. **Influence the audience**

Projects need to influence the people of New Zealand who have the potential to exclude people with experience of mental illness through attitudes, behaviours, cultures, structures and policies that create exclusion.
ASSESSMENT CRITERIA

Please refer to Appendix 1 for the assessment criteria for proposals.

WHAT THE COMMUNITY PARTNERSHIP FUND IS NOT DESIGNED TO DO

The Community Partnership Fund is not designed to:

- provide direct treatment and or peer support to people with experience of mental illness
- directly assist people with experience of mental illness into employment
- fund capital items such as computers, vehicles or equipment
- fund activities or programmes taking place outside of New Zealand
- duplicate services already offered in the community
- fund activities that have already taken place by the application closing date.

AVAILABLE FUNDING

Applicants can apply for a maximum of $100,000 (+ GST) per annum, per project, for up to three years. Please note: Projects applying for less than the maximum funding, or for shorter periods, will be considered.

WHO CAN APPLY FOR THE COMMUNITY PARTNERSHIP FUND?

A large number of organisations may be eligible to apply, including local not-for-profit services and community organisations, territorial authorities, hapū and iwi organisations and networks. Organisations may apply for more than one project.

Funds can be provided to legal entities such as companies, registered charitable trusts or incorporated societies. If you are not a legal entity, you will need to partner with an organisation that is a legal entity, that can receive and manage the funds. This organisation will be the fund-holder and will be legally responsible for accounting for the funds.

Community partnerships will ideally include a collective of individuals and organisations who work together to achieve the project’s outcomes. Partnerships will need to demonstrate cross-community expertise in mental health, community activity, programme development, communication, administration, coordination and project management.
APPLICATION PROCESS

The application process opens on Friday 4 July 2014.

TIMELINE

<table>
<thead>
<tr>
<th>Stage one: Interested parties submit a summary application for consideration.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Applications close at 12 noon on Friday 29 August 2014</td>
<td></td>
</tr>
<tr>
<td>Shortlisted applicants will be notified by Monday 22 September 2014.</td>
<td></td>
</tr>
<tr>
<td>Unsuccessful applicants will be notified by letter that will be posted by Monday 22 September 2014.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stage two: Shortlisted parties from the stage one applicants will be invited to submit a detailed project plan for stage two.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The closing date for receipt of proposals is Thursday 30 October 2014.</td>
<td></td>
</tr>
<tr>
<td>Successful applicants will be notified by Monday 10 November 2014.</td>
<td></td>
</tr>
<tr>
<td>Local activity commences in January 2015.</td>
<td></td>
</tr>
</tbody>
</table>

This timeline is indicative only and may be subject to change.

CONTRACT DOCUMENT

The Health Promotion Agency’s contract is posted on the website hpa.org.nz/likemindscpf.

FOR MORE INFORMATION TO ASSIST WITH YOUR APPLICATION

hpa.org.nz/likemindscpf

WHO CAN I TALK TO ABOUT THE COMMUNITY PARTNERSHIP FUND?

Please contact either:
Jude West Advisor Mental Health ph: 04 894 7242 j.west@hpa.org.nz
Virginia MacEwan Manager Mental Health ph: 04 912 0193 v.macewan@hpa.org.nz
APPENDIX 1 – COMMUNITY PARTNERSHIP FUND – CRITERIA FOR SHORT LISTING STAGE ONE PROPOSALS

This is the criteria your proposal will be evaluated on by the Community Partnership Fund Evaluation Panel.

<table>
<thead>
<tr>
<th>Essential features that must be demonstrated in proposals</th>
<th>Yes/No</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least one of the partners in the group is a legal entity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The fund-holder is financially viable and has agreed to account for the fund on behalf of a non-legal entity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The project costs are within the guideline budget</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project budget shows overhead and administrative costs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The project does not duplicate existing services/projects</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group has the infrastructure needed to manage and deliver the project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Letters of support from project partners show positive initial approaches and viable partnerships</td>
<td></td>
<td></td>
</tr>
<tr>
<td>At least one of the targeted, most excluded, groups will benefit from the project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The project focus is a workplace or another community setting</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Cont...
### Weighted essential characteristics of proposals:

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Rating 1-5</th>
<th>Weighting</th>
<th>Score</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>People with experience of mental illness will have leadership roles in project design, delivery and evaluation</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Projects will demonstrate knowledge and proficiency in delivering tikanga Māori and/or Pacific models of health, and identify how this will be applied in the work with these priority communities.</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project is likely to successfully bring about sustainable, more inclusive, attitudes, behaviours and structures and is a viable and realistic proposal</td>
<td>25%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group has knowledge of the Like Minds, Like Mine programme and concepts</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group shows understanding of the processes required for collaborative project delivery</td>
<td>15%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL SCORE</strong></td>
<td><strong>100%</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Key to rating:*

0 = does not address the criterion  
1 = criterion not demonstrated  
2 = criterion not sufficiently demonstrated  
3 = criterion sufficiently addressed  
4 = criterion well supported/addressed  
5 = excellent response