

Wellness Grant Program – Scale-Up Projects

What does scaling up mean?

Scaling up means “doing something in a big way to improve some aspect of a population’s health”.¹ Scaling up involves expanding, adapting or sustaining proven and successful policies, programs or projects to make a greater impact.

Projects intended for scaling up should have already been successfully completed on a smaller scale, evaluated and assessed to determine whether expansion is feasible and the impact deepened and sustained.

* Scaling up does not mean ‘doing a bit more, in the way it has always been done’ and implementing ‘expensive’ projects that cannot be replicated on a larger scale due to cost and capacity.

What is the purpose of the Scaling up Wellness Grant Program?

The purpose of the Scaling-up Wellness Grant Program is to:

- adapt or expand upon effective interventions;
- build on successful partnerships; and
- create lasting benefits for the population.

The Wellness Grant Program will support initiatives and/or projects in the following priority areas:

- Physical Activity and Reduction in Sedentary Behavior
- Living Tobacco-Free
- Healthy Eating
- Consuming Alcohol Responsibly
- Mental Health Promotion

What amount of funding is available?

Grants are valued at up to \$10,000 each.

Who can apply?

The fund is open to any P.E.I. non-profit group* interested in promoting the health and well-being of their community. This can include:

- not-for-profit and non-government organizations
- other community groups

¹ WHO. Technical Brief No. 3, Scaling up Health Services: Challenges and Choices [Internet]. June 2008 [cited 2016 April 27]. Available from: www.who.int/healthsystems/topics/delivery/technical_brief_scale-up_june12.pdf

- municipal communities (defined by Statistics Canada-Census 2011 and the 2012/13 Municipal Statistical Review by the Department of Finance)

*A group is considered non-profit if it is organized and operates solely for not-for-profit purposes and it does not make any of its income available for the personal benefit of any of its members. *Business and for-profit groups are not eligible to apply.*

NOTE: Individuals, 'town' and 'city' municipalities, schools, provincial and federal government departments, agencies and crown corporations are not eligible for funding.

If my organization/group received a wellness grant last year can I still apply?

Yes, you can apply again this year as long as your organization/group meets the project criteria and guidelines.

Can my organization/group apply for more than one grant?

Yes, you can submit more than one application if you have more than one project you wish to have considered. Each project must be submitted through a separate application and must meet the project criteria and guidelines.

What should our project include?

- focus on one or more priority areas of the PEI Wellness Strategy
- description of the project and components to be scaled
- evidence of the effectiveness of the program, practice or idea to be scaled
- proof that there is a demand for the project
- demonstrated partnerships of organizations involved
- committed group of individuals
- monitoring and evaluation to assess progress
- costs and funding sources

What expenses will the grant cover?

Below are some examples of eligible expenses. These expenses can only be considered after your group has been notified of funding (e.g. date of letter) and they must be directly related to the project activities.

Each of the following cannot exceed 5% of the total grant awarded:

- Administrative costs (e.g. paper, printing, advertising).
- Hospitality costs.

*Groups are expected to follow the Department of Health and Wellness Healthy Meetings and Events Guidelines

http://www.gov.pe.ca/photos/original/doh_hm_brochure.pdf). *Alcoholic beverages are not covered through the grant.*

Each of the following cannot exceed 30% of the total grant awarded:

- Materials and small equipment directly related to scale-up components.
- Infrastructure costs (signs, boards/screens, trail development, landscaping)
- Staffing/Consultant fees.
*The staff/consultant fees cannot be paid to a member of your group or organization, or partner group/organization. She/he must provide an invoice to your group as documentation for fee payment. *Government staff is not eligible to receive this fee.*
- Monitoring and evaluation costs.

What expenses will not be covered?

The following expenses are not eligible:

- Honoraria or gifts
- Research activities
- Fundraising drives or events, prizes or contest money
- One-time-only events or activities (barbeques, fun fairs, volunteer teas, dinners, movie nights, dances, concerts, performances, field trips)
- Costs associated with attending, organizing, or hosting a conference
- Scholarships or bursaries
- Travel
- Goods and services mandated through another government department, agency or organization (e.g. school library books, personal attendant)
- Capital costs (e.g. computers, televisions, furniture, treadmills, remodeling/ renovations, land, buildings)
- Core operating expenses (e.g. heat, lights, utilities, salaries, routine office functions, rental fees, banking fees, book-keeping costs, food costs for ongoing summer programs, food stock for food banks, sport teams/clubs)
- Activities considered outside best practice for health and safety (e.g. helmet sharing)

Is a final report required?

Yes! All grant recipients must complete the final report that will be included in the package notifying you of the grant.

This final report must be submitted to the Department of Health and Wellness by March 1. Receipts (original or copy) must accompany the final report.

Unused or any monies not spent as outlined in the project budget must be returned to the Department at the end of the project. This may impact the

release of your final 20% payment. The Department requires this information for accountability purposes.

When is the grant application due?

- All applications must be received on or before September 1, 2016. Applications received after the deadline date will not be considered.

How does my group/organization apply?

To apply, you must complete the grant application form and provide the requested supporting information with your application. The completed form and information should be forwarded by mail, email or fax on or before the deadline date to:

Department of Health and Wellness
Chief Public Health Office
c/o Laura Lee Noonan, Manager of Health Promotion
P.O. Box 2000
Charlottetown, PE C1A 7N8
lanoonan@gov.pe.ca Fax: 902-620-3354

Additional copies of the Wellness Grant Program Application can be downloaded from the Department of Health and Wellness website at:

<http://www.gov.pe.ca/health/index.php3?number=1054877&lang=E>

Who can we talk to if our group has questions about the application?

You can contact the Chief Public Health Office at 902-368-4996. Let them know it is about the Wellness Grant Program and she/he will direct your call appropriately.

When will decisions about funding be made?

Decisions will be made and communicated to successful applicants by the end of September.

Who makes the decision about project funding?

An adjudication committee will be established to review project proposals and make project funding decisions. The committee will be comprised of representatives from various departments within government who deliver similar grant programs and are partners in advancing the PEI Wellness Strategy.

How will applications be assessed?

Applications will be assessed based on:

- Priority area and focus
- Target and community reach
- Partnerships
- Evidence of past success
- Potential Impact
- Comprehensive project plan and scale-up approach
- Sustainability
- Cost and funding sources

Approved projects will receive 80% of the total grant at the beginning of their project.

The final 20% of funding will be released when the final project report has been received by the Department of Health and Wellness.

Conditions for Funding

- To be considered applications must be completed in full. Incomplete applications will not be considered.
- Should the project need to be modified, written permission to reallocate funding is required. Health Promotion Coordinators will be available to consult with project teams.
- Any resources developed for the purpose of this project (for distribution to wide audiences) must be vetted by the Department of Health and Wellness for purposes of ensuring the messages and facts are consistent with the Wellness Strategy and supported by evidence.
- Grant recipients are asked to acknowledge the contribution of the Department of Health and Wellness - the PEI Wellness Strategy – in promotional materials, written materials, displays, advertising, and media interviews. (A statement of acknowledgement will be included in approved funding packages.)
- Applicants who receive funding, by nature of their application, agree to be recognized as a project participant and therefore may be asked to participate in promotional activities undertaken for purposes of showcasing and celebrating projects achieved through this fund.
- The Adjudication Committee reserves the right to further investigate any questionable information or action presented in a project proposal before awarding funding to the applicant.
- The Adjudication Committee reserves the right to deny projects based on information provided and failure to meet the application guidelines.