

Mental Well-being

[Watch an informational webinar](#) on the Mental Well-being grant program.

[Click here](#) to access the online application for the Mental Well-being grant program.

Important Dates/Deadlines

- Application open date: **On or about Monday, March 17, 2025**
- Application due date: **Monday, May 5, 2025, by 3:00 p.m.** (Eastern Time)
- All applicants will be notified of their status: **Between August – September 2025**
- Required orientation: **Between September – October 2025**

Florida Blue Foundation's programs are focused on improving health by impacting food security, advancing mental well-being, growing healthy communities, and addressing health disparities. This funding opportunity is focused on Mental Well-being.

Description of the 2025 Mental Well-being Grant Program

Goal: Advance mental well-being for families and community members to mitigate the stressors associated with issues that often impact entire families and/or communities.

Background

At Florida Blue and the Florida Blue Foundation, we believe there is no health without mental health which guides how we support the people and communities we serve.

The Foundation seeks to fund programs that support children, teens, adults, and/or seniors that are struggling to manage life's stressors, including social isolation and loneliness; as well as programs that are increasing the pipeline of mental health professionals.

We recognize that mental health is essential to overall health and well-being. Unfortunately, the United States is facing a mental health crisis that affects people of all ages.¹ According to the Centers for Disease Control and Prevention (CDC), approximately one in five adults and one in six youth experience a mental health episode each year, resulting in 20% of adults/seniors and 16.6% of young people facing a mental health issue annually.² Furthermore, rural communities are disproportionately affected, with approximately one-fifth of the US population living in rural areas, and about one-fifth of those individuals, or around 6.5 million people, struggling with a mental illness.³ This highlights the need for targeted support and resources to address the unique mental health challenges faced by rural communities.

Social isolation and loneliness are pervasive problems in the U.S., posing a significant threat to our mental and physical health. In 2023, the U.S. Surgeon General, Dr. Vivek Murthy, declared loneliness a public health epidemic, emphasizing its profound consequences for individual and societal health.⁴

The mental health crisis is further exacerbated by a severe workforce shortage.⁵ Dr. Nick Dewan, Vice President of Behavioral Health for GuideWell and Florida Blue, notes that "we do not have enough psychiatrists, psychologists, and social workers to efficiently address the current demand, and are facing a significant behavioral health workforce shortage over the next decade."⁶ As of December 2023, over half of the U.S. population (169 million people) lives in a Mental Health Professional Shortage Area (Mental Health HPSA).⁷

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Florida ranks 35th among all states for prevalence of mental illness and is one of the five worst states for mental health care.⁸ Moreover, over 6 million people in Florida live in communities with inadequate mental health professionals.⁹ To make matters worse, Florida has a severe shortage of mental health providers, with a staggering 550-to-1 ratio of residents to mental health providers, ranking 43rd in the nation.¹⁰ Rural counties are particularly affected, with a shortage of psychiatric mental health nurse practitioners, psychologists, social workers, and counselors.¹¹ This critical shortage of mental health professionals intensifies the challenges of accessing care, leaving many Floridians without the support they need to manage their mental health.

In response to these challenges, Florida Blue Foundation is committed to supporting nonprofit organizations that provide mental well-being services or increase the pipeline of mental health professionals. Through our Mental Well-being grant program, we will award three- and four-year grants to organizations with documented expertise and experience in delivering mental well-being services or training mental health professionals.

¹ Protecting the Nation's Mental Health. U.S. Centers for Disease Control and Prevention (CDC). <https://www.cdc.gov/mental-health/about/what-cdc-is-doing.html>. Accessed August 8, 2024.

² Individuals With Mental Illness. National Alliance on Mental Illness (NAMI). <https://www.nami.org/your-journey/individuals-with-mental-illness/#:~:text=If%20you%20have%20a%20mental,to%20let%20it%20stop%20us>. Accessed February 7, 2025.

Mental Health: Get the Facts. Substance Abuse and Mental Health Services Administration (SAMHSA). <https://www.samhsa.gov/mental-health/what-is-mental-health/facts#:~:text=Myth:%20Mental%20health%20issues%20can,bipolar%20disorder%2C%20or%20major%20depression>. Updated April 24, 2023.

³ A call to action to address rural mental health disparities. Journal of Clinical and Translational Science Substance Abuse and Mental Health Services Administration (SAMHSA). <https://pmc.ncbi.nlm.nih.gov/articles/PMC7681156/>. Published May 4, 2020.

⁴ New APA Poll: One in Three Americans Feels Lonely Every Week. American Psychiatric Association. <https://www.psychiatry.org/news-room/news-releases/new-apa-poll-one-in-three-americans-feels-lonely-e>. Published January 30, 2024.

⁵ Behavioral Health Workforce. Health Resources and Services Administration (HRSA) Health Workforce Brief. <https://bhwh.hrsa.gov/sites/default/files/bureau-health-workforce/Behavioral-Health-Workforce-Brief-2023.pdf>. Published December 2023.

⁶ Dewan, N. (2023, May). Mental Well-being Drives Our Ability to Flourish. Op-Ed. Multiple media outlets. <https://www.floridablue.com/blog/mental-well-being-drives-our-ability-to-flourish>.

⁷ Behavioral Health Workforce. Health Resources and Services Administration (HRSA) Health Workforce Brief. <https://bhwh.hrsa.gov/sites/default/files/bureau-health-workforce/Behavioral-Health-Workforce-Brief-2023.pdf>. Published December 2023.

⁸ Behavioral Health Data Profile for Florida. Data Brief. Florida Hospital Association. <https://fha.org/common/Uploaded%20files/FHA/Health%20Care%20Issues/Increasing%20Access%20to%20Behavioral%20Health%20Care/Issue%20Brief%20on%20Behavioral%20Health%20Data%20Profile%20for%20Florida%202024.pdf>. Published May 2023.

⁹ Mental Health in Florida Fact Sheet. National Alliance on Mental Illness (NAMI). <https://www.nami.org/wp-content/uploads/2023/07/FloridaStateFactSheet.pdf>. Mental health statistics as of 2021.

¹⁰ Policy Document, Behavioral Health Profile. Data Brief. Florida Hospital Association. <https://www.fha.org/common/Uploaded%20files/FHA/Health%20Care%20Issues/Updated%20Briefs%200525/Issue%20Brief%20on%20Behavioral%20Health%20Data%20Profile%20for%20Florida%20FINAL.pdf>. Published May 2023.

¹¹ Behavioral Health Workforce. Health Resources and Services Administration (HRSA) Health Workforce Brief. <https://bhwh.hrsa.gov/sites/default/files/bureau-health-workforce/Behavioral-Health-Workforce-Brief-2023.pdf>. Published December 2023.

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2025 Mental Well-being Funding Priorities

Florida Blue Foundation is committed to improving the mental health and well-being of families, children, individuals, and communities across Florida. Our two funding priorities support innovative and effective solutions that promote mental well-being, address unmet needs, and foster a healthier and more resilient Florida.

Priority 1: Addressing community mental health challenges.

Provide mental health services to children, teens, adults, and/or seniors struggling with stress, anxiety, depression, isolation, loneliness, and other mental health challenges, with a focus on addressing unmet needs and promoting overall well-being.

Priority 2: Increase the pipeline of mental health professionals.

Support the development and expansion of the mental health workforce to meet the growing demand for services, with a focus on increasing the number of trained professionals and improving access to care.

Special Notes

Applicants may apply to one or both Funding Priorities. Organizations applying for both must complete a separate application for each Funding Priority.

When completing the online application, please keep in mind that Florida Blue Foundation is looking for nonprofit charitable organizations to propose proven services that serve primarily underserved, underinsured, and low-income individuals in Florida.

Programs that address opioids and other substance abuses, research, and entrepreneurial programs will not be funded under this grant program.

Special consideration will be given to organizations that provide services in the following ZIP codes: 32206, 32805, 33612/33613, 33142, and 33311 plus Florida's rural counties – reference the [Florida Department of Health map of rural counties](#) attached to the grant application. **Providing services to these specific ZIP codes and Florida's rural counties is not a requirement to apply for this grant program.**

Florida Blue Foundation recognizes the potential of Artificial Intelligence (AI) to transform the delivery of mental health services and improve outcomes. While not required, applicants are encouraged to explore the use of AI-driven resources, access, and tools in their proposed program. If your organization plans to incorporate AI in your program, please describe how you intend to leverage AI to:

- Enhance access to mental health services
- Improve the efficiency and effectiveness of service delivery
- Personalize interventions and support
- Analyze data and inform program evaluation
- Address specific mental health challenges or populations

Please highlight any innovative AI-powered solutions, such as chatbots, virtual assistants, or predictive analytics, that you plan to use to enhance the potential grant program. This may include partnerships with AI technology providers or the development of in-house AI capabilities.

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Completing the Application

The Program Milestone Document is available to be downloaded. The completed Program Milestone Document is to be uploaded to the application as an attachment. Basic information – name of organization, program title, amount requested, etc. – will be requested within the application. Program objectives, tasks, expected outcomes/results, and other details will be captured within the Program Milestone Document. The information within the Program Milestone Document will then be the basis for all reporting for the programs selected for funding.

Funding

- Florida Blue Foundation has approximately \$2.9 million for the funding of this program.
- The Foundation will fund three- and four-year grants. The total amount requested for the life of the grant should range between \$270,000 to \$400,000 (the approximate amount per year is between \$90,000 to \$100,000).

Grantee Requirements

- **Harvard Flourishing Index(es):** Where appropriate, grantees must have the capability to administer the Harvard Flourishing Index(es) for recording and reporting program outcomes as it relates to changes in mental well-being of individuals [to be determined between the Foundation and individual grantees; copies of the Harvard Flourishing Index(es) and related information provided in the application's Evaluation Plan section].
- **ACH Payments:** Please be aware that should your program be selected for funding, Florida Blue Foundation will disburse payments via ACH transactions, and you will be required to provide requested banking information.
- **Grantee Orientation:** Successful applicants should be prepared to attend a mandatory virtual grantee orientation that is tentatively scheduled to take place between September - October 2025. Specific date and time will be provided once confirmed.
- **Annual Foundation Event:** Successful applicants must attend the Florida Blue Foundation's Annual Community Health Symposium and Sapphire Awards each year for the life of the grant. Dates and locations will be provided once they are confirmed.
- **Budget:** When developing your budget, please include funds for each year of the grant to cover potential annual program meetings and attendance at Florida Blue Foundation's Annual Community Health Symposium and Sapphire Awards.

Eligible Applicants

Nonprofit 501(c)(3) charitable organizations, public agencies, universities, colleges, training centers, community centers, schools, health care-related facilities, faith-based institutions, and others that:

1. Are incorporated in Florida
2. Have the capacity, expertise, resources, knowledge in the field, and time needed to carry out the intent of the program
3. Have expertise in delivering educational and awareness programs on targeted topics to targeted populations described in this application
4. Have expertise in developing and managing programs
5. Have the capability to reach target populations described under this application

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What We Do Support

1. Salaries, including benefits
2. Employee training
3. Rental fees for program/meeting costs
4. Webinar or other types of media/technology
5. Program materials/equipment
6. Required travel related to this grant (e.g., attend Florida Blue Foundation's Annual Community Health Symposium and Sapphire Awards, and other potential annual program meetings, etc.)
7. Training/educational materials
8. Printing and dissemination
9. Indirect costs – an amount up to but not to exceed 10% of the total grant amount.

(Indirect costs represent the expenses of doing business that are not readily identified with a particular grant project function or activity but are necessary for the general operation of the organization and the conduct of activities it performs.)

What We Do Not Support

1. Organizations that do not have a 501(c)(3)
2. Research and development
3. Individuals
4. Capital campaigns
5. New start-ups
6. Profit making enterprises as applicants

Need Help?

Check out the **Frequently Asked Questions beginning on the next page.**

If you still have questions, you may contact us via email: floridabluefoundation@floridablue.com; or via phone: 1-800-477-3736, ext. 63215. Please include your name, organization name, your contact information, and interested grant program name.

Mental Well-being Frequently Asked Questions

Q: If an organization does not provide services in the following ZIP codes: 32206, 32805, 33612/33613, 33142, and 33311 and/or Florida's rural counties, would the organization still be eligible to apply?

A: Yes, as long as the organization primarily serves underserved, underinsured, and low-income individuals in Florida. Special consideration will be given to organizations that provide services in these specific ZIP codes and/or Florida's rural counties. However, it is not a requirement to apply for this grant program.

Q: Are current grantees eligible to apply to the same program? Or for a different program?

A: Yes, as long as the proposal aligns with the intent of the grant. And, if applying to the same grant program, the proposal needs to be different from what is currently being funded.

Q: What is the deadline to submit the 2025 Program application?

A: Mental Well-being: Before 3:00 p.m. Eastern Time, Monday, May 5, 2025

Q: When will applicants be notified of their status as approved or declined?

A: Mental Well-being: Between August - September 2025

Q: Do you fund 12-month applications?

A: No. The Mental Well-being grant program will award three- and four-year (36 or 48 months) grants to nonprofit organizations.

Q: How many proposals do you expect to receive? How many will you fund?

A: We do not have an estimate of how many proposals we will receive. Florida Blue Foundation has approximately \$2.9 million for the funding of the 2025 Mental Well-being grant program.

Q: What is the decision-making process of selecting applications for funding?

A: A review committee composed of internal and external individuals who are knowledgeable and/or experts in this funding area make recommendations to the Foundation. The Foundation's Board of Directors has the final approval for all recommended applications.

Q: For budgeting purposes, can you please provide an estimate of the numbers of days and nights spent at each of the events: Florida Blue Foundation's Community Health Symposium and Sapphire Awards and at a potential annual program meeting?

A: Community Health Symposium and Sapphire Awards - This is a two-day event typically held in Orlando. We recommend estimating the hotel cost at \$250 per night and registration at \$150. Remember to also add in transportation cost. There is no limit to the number of attendees from your organization. It is recommended that, at a minimum, the person who is managing the day-to-day operation of the program attend.

Other meetings - Meetings in subsequent years are not set in stone and sometimes they are scheduled in conjunction with the Community Health Symposium and Sapphire Awards or at another time during the year that may be scheduled at a central location. The schedule generally allows for closer organizations to be able to travel back and forth in one day.

Estimated cost per meeting: \$800 per person/per year.

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Q: Can these grant funds be used to purchase a building?

A: No, our programs are not designed to fund brick and mortar grants. Our grants are designed to provide direct delivery services to the underserved and low-income individuals and communities across Florida.

Q: Are indirect costs allowable?

A: Yes, up to 10% of indirect costs are allowable under these programs.

Indirect costs represent the expenses of doing business that are not readily identified with a particular grant project function or activity but are necessary for the general operation of the organization and the conduct of activities it performs.

Q: What if our organization does not have an audited financial statement?

A: In lieu of an audited financial statement, the Foundation requests the organization's internal financial statements (Statement of Financial Position or Statement of Activities) for the most recent two years.

Q: Is there a maximum number of objectives in the program milestone document?

A: There is no maximum number of objectives.

Q: If an organization is not based in Florida but provides direct services in markets across the country including Florida, would the organization still be eligible to apply?

A: Yes, as long as the organization can provide the required documents in the Attachments section of the application including the State of Florida Solicitation of Contributions Certificate from the Florida Department of Agriculture and Consumer Services.

Q: What is the Florida Solicitation of Contributions Certificate? Do state agencies need to provide one?

A: The Florida Department of Agriculture and Consumer Services requires this certification for nonprofits seeking to solicit funds in the state of Florida. It must be renewed yearly. We request that you upload the current certificate that is less than one year old. It is a required attachment so if your organization is exempt, please attach the exemption letter from the Department of Agriculture and Consumer Services.

Q: When will the grants become effective?

A: As soon as the grant agreements are fully executed between August – September 2025, operations are expected to begin in October 2025.

Q: I cannot register online or my organization Tax ID number is not recognized.

A: If you are having trouble registering or cannot find your organization, please click on "Contact Us" located in the blue box at the top of the page and provide the organization name, address, and tax ID number. Someone will get back to you.

Q: Is there someplace where we may find a list of previously funded/successful proposals for examples of projects that suit the Foundation's other Funding Priorities?

A: The Foundation's [website](#) is a great resource for additional information and there you will find a link to the most current Impact Report which highlights many grantees.

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Q: Our organization has more than one affiliate or chapter across the state utilizing the same Tax ID number. Are we able to apply from multiple affiliates/chapters?

A: Each chapter may submit an application. If the chapters plan to submit similar programs, our recommendation is to submit a statewide proposal. Large organizations that have many divisions, such as universities, colleges, hospital systems, or government agencies, may submit only one application per Funding Priority. If you have specific questions, please reach out to the Foundation.

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