



Youth Fund:

2021 Mental & Emotional Well-Being Grantmaking Guidelines

What is the Youth Fund?

In 1989 the W.K. Kellogg Foundation challenged community foundations in Michigan to invest in its young people. For each new, unrestricted dollar raised, the Kellogg Foundation would contribute 50 cents – up to \$100,000. The Grand Haven Area Community Foundation formed a youth council and charged the first group with fund development and they successfully created a \$130,000 endowment fund. In 1991, the Foundation accepted another challenge grant from the Kellogg Foundation for \$1 million and were successful in meeting that match. This endowed Youth Fund involves young people in reviewing grant proposals from organizations that benefit youth in Northwest Ottawa County.

Who Are We?

The Youth Advisory Council (YAC) is a diverse group of youth working together for a better Northwest Ottawa County. The goals of the YAC are twofold: to help the Grand Haven Area Community Foundation address the needs of youth through grants to local programs and projects that empower youth, and to provide opportunities for youth to learn about philanthropy, volunteerism, and community leadership. For more than 30 years, our high school aged youth have recommended grants, totaling over \$2.2 million.

What will the 2021 mental & emotional well-being grants fund?

The YAC recognizes that youth empowerment and youth support is critical – as evidenced by the hundreds of youth projects we have supported in the last 30 years. While the grantmaking cycle for the Youth Fund occurs twice a year, the impacts of COVID-19 and mental health in our community and youth made us pause to reflect on where our support could be most useful.

We are updating our 2021 grantmaking program to be proactive and responsive in ensuring that our youth have access to equitable mental health support services and are adding an *additional* grant round specific to supporting the mental & emotional well-being of our youth community (i.e. healthy promotion, wellness, etc.; prevention & early intervention; crisis intervention & suicide prevention; treatment; recovery & peer support). The data from the [2019 Ottawa County Youth Assessment Survey](#) was also impactful in our decision to add this additional, focused grant round.

Grant proposals can focus on new or existing projects and programs (such as self-care, mindfulness, coping skills, suicide prevention, the de-stigmatization of mental health, awareness, peer support, etc.); we are also mindful that many activities may be taking place virtually.

Who will the 2021 mental & emotional well-being grants fund?

- Non-profit organizations (including churches, schools, government agencies, and community groups with a 501 (c)(3) nonprofit status) may apply for grants for programs that benefit youth in Northwest Ottawa County.
- The YAC values projects that promote inclusiveness and work to build self-efficacy in our youth.

Grantmaking Timeline

December 9 – application opens

January 27 – applications due

February 26 – awards announced

How to Apply

The application can be found [here](#) and includes the following questions:

1. Program/Project Name
2. Requested Amount
3. Describe your program/project.
4. Is this a new or existing program/project?
5. Do you have any collaborative partners for this program/project?
6. Briefly describe your project goals and timeline.
7. How does this address Mental & Emotional Well-Being in youth?
8. Briefly describe your target population. How will the youth be identified, selected, or recruited for participation in the project? How does the project engage diverse youth audiences?
9. How will you prioritize needs with programming capacity?
10. How has youth input and/or feedback informed the direction of your programming?
11. How has the delivery of the program/project been impacted or changed with COVID-19? How are you ensuring that there is equitable access across diverse groups?
12. What specific portion of the expenses listed in your budget (attached) would be paid for with this grant?
13. If this proposal is not fully funded, will you carry out the project? If so, who are the other funders?
14. Is there anything else about your project/program or organization we should know?

Required attachments:

- Program budget (list all expenses and income sources for your project; specify how requested grant funds will be used)
- Certified financial audit, financial review or Form 990

- Board List with Affiliations
- Operating budget for current fiscal year
- Optional:
 - Letter of Support
 - Annual Report

Selection Process

Grant recommendations will be made by the Youth Advisory Council, with approval by the Grand Haven Area Community Foundation Board of Trustees.

Contact

Questions?

Contact Lauren Grevel, Education & Youth Initiatives Officer

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