

**DIVISION OF STUDENTS
PARTNERS IN STUDENT SUCCESS**

Mental Health & Wellness Student Initiative Project Proposal Guide 2020 – 2021

**Student Counselling, Health & Well-being
Division of Students
York University**

INTRODUCTION

The Mental Health & Wellness Student Initiative Fund is a grant that was administered by Health Education and Promotion, Division of Students in 2019 and is currently being administered by Student Counselling, Health & Well-being, Division of Students. Student Counselling, Health & Well-being is a new department as of Fall 2020, constituting of the two departments formerly known as Student Counselling & Development, Division of Students, and Health Education and Promotion, Division of Students.

In recognizing that wellness is a necessary pre-condition to learning and working, York University has developed this new Fund. It aims to support innovative and inclusive student-led initiatives that promote a healthy, inclusive and supportive environment that fosters mental health and well-being among members of the York student community.

Through the Mental Health & Wellness Student Initiative, a total of \$1000.00 is granted to each recipient of the fund. Up to 5 recipients will be selected

Eligibility:

Applicants must be an undergraduate or graduate student in any year of study, **and** part of a [registered student club](#) at the University.

Proposal deadline:

February 28, 2021 by 11:59 p.m.

Assessment & Scoring:

Applications will be scored by an independent committee made up of staff at Student Counselling, Health & Well-being. The committee will review applications according to the guide and weighted criteria in Appendix B. Grants will be awarded to the five applicants with the highest overall scores.

Submitting Your Proposal:

Please submit your proposal and any additional supporting documents online using the following link: <https://forms.students.yorku.ca/view.php?id=59092>

Additional Information:

All money received from the fund must be spent by March 31, 2021. Student Counselling, Health & Well-being will be available to support selected project applicants with the implementation of their initiative.

CONTACT:

If you have any questions regarding the proposal and/or application process please contact:

Stephanie Cheung

Policy/Program Evaluation/Data Analyst
Student Counselling, Health & Well-being
Division of Students
York University
swcheung@yorku.ca

1.0 EXECUTIVE SUMMARY

In this section, summarize your project proposal. The executive summary should be succinct and highlight all key parts of your proposal.

Briefly address the following areas in your executive summary:

- What is the overall [mission and vision](#) for your proposed initiative?
- How is your proposed initiative innovative and unique?
- What would you do to gather all the information you need to begin?
- How would you organize different aspects of the project?
- What are the [SMART](#) (Specific, Measurable, Action-oriented, Realistic and Timely) goals you hope to achieve?

We recommend that this section should be written last. It is intended to present your overall project to decision makers and funders in a way that is engaging and easy to understand.

Word Limit: 300 words

2.0 CONTACT AND BACKGROUND INFORMATION

2.1 Identification of Group Members

Please include all the contact information for the primary contact for your project and all group members that will be participating in executing this proposed initiative.

First Name: _____
Last Name: _____
Student Number: _____
Year of Study: _____
Email address: _____
Telephone Number: _____
Student Club: _____

First Name: _____
Last Name: _____
Student Number: _____
Year of Study: _____
Email address: _____
Telephone Number: _____
Student Club: _____

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Last Name: _____
Student Number: _____
Year of Study: _____
Email address: _____
Telephone Number: _____
Student Club: _____

2.2 Opportunity Statement

In this section, please describe how your initiative will improve mental health and well-being for students at York. Please address the following:

- How does your initiative support student well-being in the post-secondary context? Please see Appendix A for a brief overview of some of these priorities.
- Who is the target population? Identify the location(s) where your initiative will be implemented.
Note: All proposed initiatives should focus on the student population at York, however you may use this opportunity to highlight if you will be focusing on a subset of this larger population (e.g. if your initiative will target students in a specific college).
- What impact does your initiative have for addressing or improving student mental health and well-being?
- Has a similar initiative previously been implemented by you, other clubs or organizations? If so, how does your initiative build on this previous experience?

Word Limit: 350 words

3.0 PROJECT DETAILS

3.1 Detailed Project Description

Provide a detailed overview of your project including your proposed timeline:

Outline your primary objectives and goals.

The objectives are general outcomes you would like to see – such as increasing awareness of an issue. Goals are more specific and are designed to help you achieve your larger objectives. For example, if your object were to increase awareness of an issue, a corresponding goal may be to develop and disseminate brochures to the wider community.

Word Limit: 250 words

Activities: Specify the activities in which you plan to engage in. Activities should be in support of the goals and broader objectives outlined in the above section.

Word Limit: 250 words

Key Personnel: Who will be working on the project? What will be the primary responsibilities of each individual, and how will they support your overall goals and objectives?

Word Limit: 250 words

Timeline: Outline exactly when specific events will happen, and who will execute them.

NOTE: The initiative including the evaluation must be completed by the end of April 2020.

Month	Task/Activity	Date	Personnel	Location

3.2 Evaluation

Describe how you will [evaluate](#) the success and/or possible learning opportunities of the project? How will you know you have met your project objectives?

Word Limit: 250 words

Evaluation Template

Please use the hyperlink above to learn more about evaluation methods through an Evaluation Toolkit prepared by the Centre for Innovation in Campus Mental Health and to fill out the following evaluation template.

Type of feedback/ data being collected	Collection method	Personnel <i>Who is collecting feedback</i>	Respondents <i>Who is providing feedback</i>	Date of Collection

4.0 PROJECT BUDGET

Your budget is one of the most important documents you can submit as part of a grant application. It demonstrates that you are able to take your ideas and translate them into concrete actions. A sample budget and template is provided below.

SAMPLE BUDGET

Following is an example of a detailed budget, outlining one “task.” We imagine that you will have a number of different tasks. For each task, please provide the following:

Task/Activity: Write down the overall activity.

Detailed Cost: Break down the activity in terms of components and their costs.

Personnel: Who is responsible for this task

In-Kind Funding: Attach a value to your time, or to other donations you have received.

Secure Funding: Outside funds you have already secured for your project (if applicable).

Requested Funding: Indicate the funds which you are requesting from this application.

Total: Display the total costs here.

Task/Activity	Detailed Cost	Personnel	In-Kind Funding	Secure Funding	Requested Funding	Total
Facilitate “meet and connect” sessions	Refreshments @ \$5/person for 20 people	C. Taghva		\$100.00 (YFS grant)		\$100.00
	Flyers @ \$0.25/flyer for 100 flyers	A. Nguyen			\$25.00	\$25.00
	Space @ \$25.00/hour for 2 hours	R. Agaiby	\$50.00 (Space donated by Calumet College)			\$50.00
Total			\$50.00	\$100.00	\$25.00	\$175.00

Aside from the fact that this demonstrates thorough planning, this budget communicates a few other important facts. Firstly, it shows that the project is backed by other partners (Calumet College is donating space, and the YFS is donating \$100.00 through a community grant for refreshments). Secondly, despite a total cost of over \$175.00, you are only asking for \$25.00 from this proposal. That’s akin to telling the proposal review committee “I’ll give you \$175.00 worth of impact for just a \$25.00 investment.” All these elements help to give your project credibility.

APPENDIX A: PRIORITIES FOR SUPPORTING STUDENT WELL-BEING IN THE POST-SECONDARY CONTEXT

The Mental Health & Wellness Student Initiative seeks to equip students with the knowledge, skills, and experiences needed to succeed both personally and academically. Your proposed initiative should address one or more of the following priorities:

1. Personal Health

Achieving a sense of holistic well-being requires the consideration of many aspects such as mental health, physical health, spiritual health, and sexual health. How might your project

- Reduce stigma around mental/ physical/ spiritual/ sexual health
- Equip students with foundational skills for self-care and healthy habits
- Promote health relationships, awareness-building around safe sex, etc.
- Support students with learning about and navigating student services
- Create a supportive campus culture that assists students with building resilience

2. Student Well-being During COVID-19

Research has demonstrated that the pandemic has resulted in¹

- Increased stress, anxiety and depressive thoughts stemming from fear and worry about personal health and the health of loved ones
- Difficulty concentrating
- Disruptions to sleeping patterns
- Decreased social interactions due to physical distancing
- Increased concerns on academic performance

How might your proposed initiative address some of these challenges while also supporting marginalized communities (e.g. individuals with low socioeconomic status, queer and racialized individuals, etc.) who may be disproportionately impacted by the pandemic?

3. Complementing Existing Programs & Services

How does your proposed initiative relate to well-being in other areas of student life? How does it complement programs and services that are being offered on campus rather than repeat what is already being done in areas such as the following:

- [Academic Advising](#)
- [Learning Skills Services](#)
- [Career Education & Development](#)
- [Athletics & Recreation](#)
- [York International](#)
- Other departments in the [Division of Students](#)

Note: You are highly encouraged to reach out to these departments directly for additional information to inform your proposal

References:

¹<https://www.jmir.org/2020/9/e21279/>

APPENDIX B: ASSESSMENT RUBRIC

SCORING GUIDE: Needs Improvement- 1 Satisfactory- 2 Good-3 Excellent-4

CRITERIA #1: COMMUNITY ENGAGEMENT (30% of total score)

Needs Improvement- 1

Proposed initiative does not outline a clear plan to engage with wider community. Benefits do not extend past the organizing group.

Satisfactory- 2

Proposed initiative has some plan for wider engagement, but overall plan is not fully articulated. The initiative will have either a direct or indirect benefit on York student community.

Good-3

Proposed initiative has a clear plan for wider engagement, with some specifics missing. The initiative will have a significant benefit on the mental health and well-being of both the organizing group and direct participants.

Excellent-4

Proposed initiative has a clear and specific plan of engagement. The initiative will have far-reaching benefits and improve mental health and well-being beyond organizing group and direct participants.

CRITERIA #2: INNOVATION (10% of total score)

Needs Improvement- 1

Proposed initiative does not demonstrate originality, imaginative problem-solving or creativity.

Satisfactory- 2

Proposed initiative demonstrates some elements of originality, imaginative problem-solving or creativity.

Good-3

Proposed initiative demonstrates originality, imaginative problem-solving and creativity in significant ways.

Excellent-4

Proposed initiative demonstrates exceptional originality, imaginative problem-solving and creativity throughout entire proposal. Proposal also demonstrates ways that this initiative can spark creative ways to improve mental health and well-being in an ongoing manner.

CRITERIA #3: COMPREHENSIVE UNDERSTANDING OF MENTAL HEALTH AND WELL-BEING (15% of total score)

Needs Improvement- 1

Proposed initiative does not demonstrate a clear understanding of the diverse modalities through which mental health and well-being can be enhanced. Proposed initiative does not refer to Appendix A: Priorities for Supporting Student Well-being in the Post-secondary Context.

Satisfactory- 2

Proposed initiative demonstrates some understanding of the diverse modalities through which mental health and well-being can be enhanced. Proposed initiative refers to some elements of Appendix A: Priorities for Supporting Student Well-being in the Post-secondary Context.

Good-3

Proposed initiative demonstrates strong understanding of the diverse modalities through which mental health and well-being can be enhanced. Proposed initiative is grounded in the information found in Appendix A: Priorities for Supporting Student Well-being in the Post-secondary Context.

Excellent-4

Proposed initiative demonstrates excellent understanding of the diverse modalities through which mental health and well-being can be enhanced. Proposed initiative is firmly grounded in the information found in Appendix A: Priorities for Supporting Student Well-being in the Post-secondary Context.

CRITERIA #4: DIVERSITY, EQUITY, AND INCLUSION (30% of total score)

Needs Improvement- 1

Proposed initiative does not demonstrate any level of commitment to principles of diversity, equity and inclusion.

Satisfactory- 2

Proposed initiative demonstrates some evidence of commitment to diversity, equity and inclusion. Such evidence is indirect and does not demonstrate intentionality.

Good-3

Proposed initiative demonstrates strong evidence of commitment to principles of diversity, equity and inclusion. The initiative is intentional in incorporating these principles in the execution of project activities.

Excellent-4

Proposed initiative demonstrates excellent evidence of commitment to principles of diversity, equity and inclusion. The initiative is intentional in embedding these principles and highlighting their importance into the proposed plan.

CRITERIA #5: EVALUATION (15% of total score)

Needs Improvement- 1

Proposed initiative does not outline a plan to measure successes or overall impact.

Satisfactory- 2

Proposed initiative outlines a vague plan to measure successes and/or overall impact. Evaluation plan does not link proposed activities with project objectives.

Good-3

Proposed initiative outlines a strong plan to measure successes and overall impact. Evaluation plan articulates clear links between proposed activities and project objectives.

Excellent-4

Proposed initiative outlines an excellent plan to measure successes and overall impact. Evaluation clarifies measurable project objectives and articulates clear links between proposed activities, intended outcomes and project objectives.