

Salford CVS

# Men's Mental Health Fund Guidance for Applicants 2025



## About the fund

**The Men's Mental Health Fund** is a new fund for 2025/26. Following Salford Healthwatch's publication of the recent [Men's Mental Health Commission Report](#), as well as historical and existing work around issues affecting men's mental health and suicide risk, Salford's Suicide Prevention Partnership has set aside grant funding for the purposes of improving the mental health of local men and women (**The Women's Mental Health Fund** will be launched in September 2025).

The Men's Mental Health Fund is open to **voluntary, community and social enterprise (VCSE)** groups and organisations, which are [full members](#) of Salford CVS. (Please see the next page for further eligibility criteria)

## How much funding can we apply for?

Groups can apply for a **maximum of £3,500** to deliver projects that support men's mental health. The amount of funding applied for should be proportional to the size of your group or organisation and project.

We are looking to support a range of projects and activities with this funding, **which vary in terms of their scale and duration**. Therefore, we anticipate we will award approximately:

- 6 grants in the region of £500
- 3 grants in the region of £1,500
- 3 grants in the region of £3,500

## Priorities of the fund

The Men's Mental Health Fund is looking to support **new or existing** projects that support men's emotional wellbeing and mental health. All proposals for projects must meet one or more of the priorities of the fund:

- a) Physical activity to improve mental health.
- b) Access to outdoor spaces to improve mental health.
- c) Supporting young men's (aged 18-25) mental health.

The Men's Mental Health Fund is supported by Salford City Council and NHS GM Integrated Care Partnership.

## Who can apply?

To apply, your group or organisation must meet the following eligibility criteria:

- Constituted as a voluntary, community or social enterprise (VCSE) group or organisation
- Full membership of Salford CVS at the time of application
- Currently adhere to the eligibility criteria for full membership of Salford CVS – more details available at <https://www.salfordcvs.co.uk/membership-0>
- Based in Salford **OR** have a strong track record of delivery in Salford
- Have an organisational bank account with two signatories who are not related to each other **OR** a holding account at Salford CVS
- Fully up to date with grant reporting to Salford CVS

## Important dates

Organisations receiving a grant will have **up to 12 months** to spend the grant.

### Funding Round 2025

<b>Fund opens</b>	June 9 <sup>th</sup> 2025
<b>Application deadline</b>	12.00pm (midday) on Friday 18 <sup>th</sup> July 2024
<b>Decisions expected</b>	Within 4-6 weeks of the closing date
<b>Approximate delivery period</b>	September 2025 – August 2026
<b>End of project report due</b>	Within one month of project completion

## What helps to improve mental health?

The aim of the Men's Mental Health Fund is to improve men's mental health and wellbeing through a variety of funded projects. There are a wide range of factors which can help to improve mental health and wellbeing. For example, the [NHS 5 Steps to Mental Wellbeing](#) set out 5 key factors which help improve mental health and wellbeing.

5 Steps to Mental Wellbeing:

- **Social Connection** – Feeling lonely or isolated is extremely damaging to mental wellbeing to such an extent that the World Health Organization has stated that it can be as bad as smoking 15 cigarettes a day. Social connection

and sense of belonging is an important feature of mental health and wellbeing.

- **Physical Activity** – Movement and physical activity produce natural chemicals within the body that lift one's mood. It can also raise confidence and self-image, as well as help with personal goal setting and sense of achievement.
- **Learn new skills** – Self-development should be a lifelong process. Learning new skills can be fun, provide a sense of purpose and build confidence and self-esteem. It also offers to connect with others and reduce social isolation.
- **Giving back to others** – Volunteering and helping others is another way to connect with others while also improving self-esteem and sense of purpose.
- **Living in the present** – Modern life is so busy it can be easy to miss important things going on around us. Like our personal thoughts and feelings or being too focused on the past or the future or simply failing to notice simple pleasures like the flowers in the park, birds in the trees or an evening sunset. Living in the present is also known as [mindfulness](#) and research shows that practising mindfulness have a positive impact on mental wellbeing.

\*You may wish to focus on one or more of these steps in your project, however this will not increase likelihood of funding - activities should be designed to meet the specific needs of the people you plan to work with.

## Timing of Activities

A key finding of the Men's Mental Health Commission was the need for weekend and evening activities. For some beneficiary groups, including those in full time employment or education, provision that is only Monday-Friday can be inaccessible. We encourage applicants to consider evening and weekend provision.

## Examples of projects

Emotional wellbeing and mental health are impacted by many factors, therefore lots of different sorts of activities could be funded through the Men's Mental Health Fund. Examples (linked to the key priorities of the fund) have been provided below, however please note, this is not an exhaustive list; activities should be designed to meet the specific needs of the people **you** plan to work with.

Fund Priority/ies	Example Project
Physical activity to improve mental health	A walking football club for men aged over 55
Physical activity to improve mental health	Free sports sessions for men in an area with little access to community sport facilities
Access to outdoor spaces to improve mental health	A countryside /local green spaces men's walking group with a focus on wellbeing conversations
Access to outdoor spaces to improve mental health	A fishing group supporting men who are experiencing mental ill-health
Supporting young men's (aged 18-25) mental health	A music for wellbeing group aimed at young men
Supporting young men's (aged 18-25) mental health	A young person's DIY skills group with a focus on building new friendships

## What can the grant be spent on?

Most reasonable costs that are necessary to run your group or project, including (but not limited to):

- Venue hire
- Purchase or hire of equipment/materials
- Sessional worker/facilitator and/or staffing costs
- Volunteer expenses (linked to a project)
- Refreshments (including for participating staff and volunteers)
- Promotion
- Public liability insurance
- A contribution to overheads/management costs (must be proportionate to the project)
- Costs for trips or one-off events, however projects that have longer provision of services may be prioritised.

## What can the grant not be spent on?

- Alcohol
- Retrospective costs (i.e. costs that have already been incurred or for activities that have already happened before a grant has been awarded)
- Costs for work that statutory bodies (such as schools or local authorities) have a duty to fund
- Projects or activities taking place outside Salford, unless a clear rationale is given

## What policies and other documentation are required?

All organisations will be expected to have the following policies in place at the time of application:

- a) Health and Safety policy
- b) Equality/Diversity Statement or Policy
- c) Public Liability Insurance (cost can be included in budget)
- d) Risk assessments

...and if applicable to project activities:

- e) Volunteer Policy
- f) Safeguarding Adults policy
- g) Safeguarding Children policy

**Please note:** If your project involves working with children or adults at risk you will need to include a copy of the Safeguarding Policy.

## How do we apply?

Complete and submit the application form by email to [grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk) in Word format before the application deadline. Alternatively, applications can be posted to: Salford CVS, The Old Town Hall, 5 Irwell Place, Eccles, M30 0FN

## What support is available for applicants?

### Accessibility

We want our grants programme to be accessible to everyone. If any part of our application process is a barrier to applying, please contact the Grants Team at [grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk) or phone 0161 787 7795

### Support with your application

If you have any questions or concerns about completing the application form, or you would like to discuss your project proposal with a member of the Grants Team, please contact the Grants Team at [grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk) or phone 0161 787 7795

The Grants Team are also available to provide a pre-application read-through and feedback.

### Wider development support

The Development Team at Salford CVS offer practical support to VCSE organisations with developing policies, accessing volunteers, and accessing wider funding. For further information, visit our website at:

[www.salfordcvs.co.uk/development-support](http://www.salfordcvs.co.uk/development-support)

See our online Safeguarding in Salford resources:

[www.salfordcvs.co.uk/safeguarding-salford](http://www.salfordcvs.co.uk/safeguarding-salford)

You can also contact our Development Team by phone 0161 787 7795 or email at:

[office@salfordcvs.co.uk](mailto:office@salfordcvs.co.uk)

## How will applications be assessed?

- On receipt of applications, Salford CVS will undertake eligibility checks
- All applications that are eligible will be independently scored by a panel
- The assessment panel will meet to agree the awards
- Unsuccessful applicants will be provided with a summary of feedback from the assessment panel

\*In the event of more than one application receiving the same or a similar score, a tipping factor to prioritise smaller groups may support the decision-making process.

## What happens if we are awarded a grant?

Successful applicants will be notified of their grant by email. Please read the offer letter attached to the email in full, which contains important information about the grant including the amount awarded, any conditions, and next steps to claim the grant. Once the required documents have been received, we aim to issue the grant by bank transfer within 5-10 working days.

## Any further questions?

Please contact the Grants Team by phone 0161 787 7795 or email at:

[grants@salfordcvs.co.uk](mailto:grants@salfordcvs.co.uk)

## Completing Application Form

### Contact Information

**Question a)** – Please give the name of the lead contact for this application / project. They will be the primary point of contact for all matters relating to this application and any successful project award.

**Question b)** – Please give a secondary contact. They will only be contacted if we have difficulty reaching the lead contact.

**Unincorporated Associations (community/voluntary groups): both contacts should be members of your management committee.**

**Organisations: at least one contact must be a board member or senior member of staff.**

## About your organisation

**Question 1)** – Please give the full name of your organisation.

**Question 2)** – Please give the registered address of your organisation. If you don't have a registered address as such, please provide the address of your Chair.

**Question 3)** – Please give your organisation's turnover for the last full financial year.

**Question 4)** – Please tell us how your organisation is constituted, for example:

- Unincorporated Association or Community Group
- Company Limited by Guarantee
- Registered Charity
- Charitable Incorporated Organisation
- Community Interest Company
- Community Benefit Society
- Cooperative Society
- Other (give details)

Please note:

- All organisations must be not-for-private-profit
- Companies Limited by Guarantee must have an 'asset lock' to prevent the transfer of assets to individuals
- Some charities might also be a company limited by guarantee



**Question 5)** – Please give your organisation number (i.e. registered with the Charity Commission or Companies House). Please note that Unincorporated Organisations / Community Groups will not have an Organisation Number.

**Questions 6)** – Please provide links to your organisation's website and/or social media accounts (if applicable).

**Questions 7)** – We are keen to support all staffed organisations that pay a minimum wage of at least **£12.60 per hour** as set by the Living Wage Foundation. We also actively encourage organisations to become an accredited [Living Wage Employer](#). If you don't employ staff, please tick the 'not applicable' box (N/A).

**Question 8)**– If your organisation pays all staff at the real living wage rate of £12.60 or more, but is not accredited as a Living Wage Employer, you can request support from Salford CVS to meet your first year's accreditation fees.

**Question 9)** – We expect all organisations to have relevant policies in place at the time of application. Please note that that Public Liability Insurance costs can form an element of your bid. If you need advice or support on developing policies, please see the 'What support is available to applicants?' section above.

Please note that you will need to submit copies of the following documents along with your application:

- Safeguarding Adults Policy (only if applicable to your project)
- Safeguarding Children Policy (only if applicable to your project)

## Project summary

**Question 10)** – Please give your project a memorable name. This helps us identify the project should your application be successful.

**Question 11)** – Please give a brief description of the project that sums up what you plan to do (140 characters, including spaces, max). This may be used in our publicity about the fund.

**Question 12)** – Please give your proposed project start and finish dates.

**Question 13)** – If your project is delivered from a single location (e.g. a community centre or park) please provide a postcode. If your activity will happen at more than

one location, please provide all the postcodes. If this proves too difficult or isn't applicable, please give details. All activity should take place in Salford unless there is a clear and compelling reason to deliver it elsewhere.

**Question 14)** - Please estimate how many people who live in Salford will directly benefit from the project over the delivery period.

**Question 15)** – Please indicate the priority of the fund your project is most looking to address. You may choose more than one priority however this will not increase the likelihood of funding.

**Question 16)** – Please tell us how you plan to engage with beneficiaries who will most benefit from this support. This may include engaging with partner organisations to create referral pathways or targeting engagement to those more likely to experience mental ill-health e.g. men facing long-term unemployment.

**Question 17)** – Please provide all practical details of the project. This paints a picture for the panel of what will happen at the activities and how the project will be delivered. If relevant, mention how staff/volunteers are qualified.

**Question 18)** – We want you to tell us what difference you think your project will make. Examples of ways to support mental health can be found on pages 4-5 of these guidance notes.

## About the money

**Question 19)** – Please give an accurate breakdown of your project costs by describing each item. You'll need to research some prices or obtain quotes (i.e. you can't just guess the costs). Please break down your calculation so we can see how you've arrived at the cost for each item. See some examples below.

### Example 1

**Acceptable:** Venue hire – 4hrs/wk @ £10ph x 10 weeks = £400

**Not acceptable:** Venue hire – £400

### Example 2

**Acceptable:** Refreshments - £1.50/person x 10 people x 10 events = £150

**Not acceptable:** Refreshments = £150

### Example 3

**Acceptable:** Project delivery Staff – 3hrs/wk @ £20ph (inc on-costs) x 10 weeks = £600

**Not acceptable:** Staff support = £600

### **If other money is being used to support this project:**

If you have other sources of money, it may be you're only looking for a contribution to certain costs (see the example below).

Description of item	Breakdown calculations of	Item cost	Amount requested
Venue Hire	4 hours per week @ £10ph x 10 weeks	£400	£250

Full cost = £400

Amount requested = £250

Amount from alternative sources = £150 (e.g. an annual raffle)

Therefore, the total cost of the project may be more than the amount you're requesting from this fund. If this is the case, please include the other sources of funding which will support this project and whether the money has been secured or

whether an application is pending (see example below). **Such match funding is desirable but not essential.**

If applicable, where is the rest of the money coming from?		
Source of funding	Amount	Funding Secured?
Annual raffle	£150	Yes

### Please attach

- **All applicants** need to submit a scan or photo of a recent bank statement or paying-in slip (dated in the last 6 months)
- **If the project involves working with children or adults** at risk, your safeguarding children and/or safeguarding adults policy must be submitted along with the completed application form.

### Declaration

Please confirm that you have read the [Terms and Conditions](#) of this grant by giving the name and role of the lead applicant.