



## **Community Solutions Grant 2025-2027: Improving Mental Health Awareness in Global Majorities Communities**

**Deadline date: 11:59pm, Wednesday 5th March**

**Grant Pot: £640,000**

**Grant Length: 2 years** (projects should be delivered between April 2025-March 2027)

Young K&C and Young Westminster Foundation are delighted to be working in partnership with the Vibrant & Healthy Communities (VHC) Programme on the “Community Solutions: Improving Mental Health Awareness in Global Majority Communities” grant. This programme is a collaboration between Kensington & Chelsea Social Council, One Westminster, and NHS Northwest London ICB.

### **1. Aims and objectives of the Fund**

The aim of the Fund is to raise awareness of mental health and improve access and uptake of mental health services and support by Global Majority young people and families.

Aligned with the aim of the grant, the Community Solutions Grants Programme will work towards 5 key objectives for children, young people (up to 25yrs) and families from Global Majority Communities;

- Increased awareness of mental health (and mental health services)
- Increased ability to have conversations about mental health
- Increased ability to manage mental wellbeing and mental health
- Increased likelihood of accessing mental health services
- Improved attitudes towards mental health

### **2. Who is this funding for?**

We wish to fund non-profit organisations to design their own peer-led and community-based initiatives, focusing on children, young people (up to 25yrs) and families. Priority will be given to Global Majority-led organisations who play a crucial role to improve mental health outcomes within their communities.

Global Majority refers to individuals from Black, Asian, mixed, and other racially and ethnically diverse backgrounds. These communities represent the majority of the global population and are often underrepresented in mental health support and services. Their deep cultural understandings, lived experiences, and trusted relationships uniquely position them to make a significant impact. These organisations amplify Global Majority voices to raise awareness, create safe and inclusive spaces for support, bridge gaps between communities and healthcare providers, and advocate for systemic changes to improve mental health resources and accessibility.

To be eligible to apply for this grant, organisations must meet the following minimum eligibility criteria:

1. Registered Charity, CICs, or constituted community group



2. Demonstrated track record of working with children, young people and families in RBKC and/or Westminster
3. Delivering activities that engage children, young people (up to the age of 25 years old) or families from Global Majority Communities, and must take place in RBKC and/or Westminster
4. For CICs, ideally have in place 3 unrelated directors

Priority will be given to:

1. Organisation that are Global Majority-led (this includes organisation where more than 50% of the Senior Leadership team, trustees/director are from the Global Majority)
2. Organisations with an annual turnover of less than £500,000 in the last financial year
3. Projects that focus on young people's mental health awareness
4. Organisations who demonstrate reach in the following wards:
  - RBKC: Dalgarno, Golborne, Notting Dale, Chelsea Riverside
  - Westminster: Harrow Road, Queens Park, Westbourne Church Street, South Pimlico

**3. What type of work can I apply for?**

This Fund will support new or existing programmes. It can include, but is not limited to, training, awareness raising workshops, and projects for children, young people and/or their parents and carers. The research below sets out recommendations, however this list is not exhaustive, and we encourage organisations to design their own programmes should they wish.

**4. Background: Mental Health in Global Majority Communities**

To inform this grants programme, the BME Health Forum was commissioned by Rethink and the NHS to work in collaboration with four Global Majority – led grassroots organisations to gather insights into mental health support for Global Majority Communities. The four organisations were Abdul Mageed Educational Trust, Education and Skills Development Group, Iranian Association and Sudanese Community & Information Centre. A survey was conducted via 1:1 interviews with 100 local residents.

The survey's findings revealed that over 80% of participants believe that mental health is not being discussed enough in their communities:

**“People have not enough knowledge about it. And do not know where to get help from”.**

**“Mental health is a significant issue and so many people are suffering due to long time health conditions, economy, and political issues.”**

Over 70% of participants said people in their communities are not able to seek and receive the help they need for mental health problems due to many barriers such as fear, stigma, cultural issues, lack of confidence and that services are not culturally appropriate. A lack of awareness of services and long waiting NHS lists were mentioned several times.

**“Most people do not know where to start when looking for mental health support and the GPs do not refer often. When they do it could take months before any support provided due to the long waiting list and language barriers”**

100% of participants said language and culture play a significant role in how their communities access mental health support and that there isn't enough recognition of the importance of language and culture in the way mental health services are commissioned and delivered.

Some mentioned fear of experiencing discrimination and racism which prevented people from seeking the help of services.

**“People of colour in the system are often marginalised or misdiagnosed and misunderstood. Black men are often seen as aggressive or dangerous.”**

#### Young people's mental health

Participants felt that young people are facing many barriers to receiving support for their mental health including stigma, lack of confidence (shyness & fear) embarrassment, shame and identity issues.

**“They are lost between two worlds, the one they are born in and that of their parents”.**

Participants felt that young people find it hard to articulate mental health problems and can be influenced into bad coping mechanisms. Additionally, “denial, frustration, lack of stability, poverty, academic pressures, school disciplinary methods (suspension, exclusion and isolation)” and exposure to serious youth violence were all mentioned as contributing factors to mental health distress.

Participants suggested that it was important to provide training to educate people, and to provide information and resources in community languages to build people's confidence and empower them to talk about mental health and seek early help. They also talked about creating safe spaces where people can discuss this sensitive topic.

#### Recommendations:

- Provide training, education and awareness raising workshops (preferably face-to face) about mental illness and suicide in community settings and in community languages.
- Involve communities and religious leaders in the training and awareness raising workshops to ensure content and delivery is culturally and linguistically appropriate
- Organise 'train the trainer sessions' with staff in community organisations to cascade the training onto communities.
- Ensure there are clear pathways on how to seek medical help for mental health problems and suicidal thoughts, that are easy to access, don't require referrals or have other barriers and are culturally and linguistically appropriate for a diverse population.
- Normalise talking about suicide and mental health illness to reduce the stigma. This should be modelled by professionals and staff.



- Model the culture of being kind, supportive and non-judgmental to each other. This can be done by everyone.
- Deliver social events and other projects to reduce social isolation at community settings.
- Support Youth Clubs to play their role including to raise awareness of young people around mental health and support available. And provide safe spaces for young people to discuss mental illness and suicide prevention.

The full research report can be accessed [here](#)

#### **5. How much funding is available ?**

The programme has committed £640,000 over 2 years, funded by NHS Northwest London ICB Health Inequality Transformation Funding.

Organisations can apply for up to £15,000 per year to deliver projects from April 2025 – March 2027. The maximum grant amount is £30,000 (over 2 years).

#### **6. Applying as a partnership of organisations**

Partnerships of non-profit organisations are welcome to apply under the conditions below. An additional discretionary 10% may be awarded to a lead organisation if there is evidence of need of additional project management on behalf of the partnership.

- All organisations must meet the minimum eligibility criteria
- All organisations must provide the supporting documents listed in this guidance (or: if you are applying as a partnership, we will discuss with the lead partner who needs to submit safeguarding information.)
- Each organisation in a partnership can apply for up to £30,000 over 2 years

#### **7. Application Process**

Organisations are invited to submit applications via Plinth from Wednesday 12<sup>th</sup> February. The application consists of 3 sections;

- About your Organisation(s) – Information about your organisations and track record of reaching children, young people (up to 25 years) or families from Global Majority Communities.
- Proposed Activity – A description of the activity you would like to deliver, how it meets the project aims and objectives.
- Supporting documents – Including Safeguarding policies & procedures, and budget plan.

Applicants are required to submit the following supporting documentation as part of the application process;

- Safeguarding policy & procedures



- Bank statement dated in the last 3 months
- Employers' insurance & public liability insurance
- Project budget (template provided)

**8. Timelines**

Milestone	Date
Launch Date	Wednesday 12 <sup>th</sup> February 2025
Meet the funder event	Tuesday 25 <sup>th</sup> February 2025
Applications close + Due Diligence Checks	Wednesday 5 <sup>th</sup> March 2025
Programme Mobilisation and Delivery	Tuesday 1 <sup>st</sup> April 2025
Programme end	Wednesday 31 <sup>st</sup> March 2027

**9. Selection Process**

Applications will be reviewed by a grants panel, which may consist of local young people alongside professionals from the Community and Voluntary Sector, NHS NWL ICB, Local Authority, and members from the BME Health Forum. The panel will apply the outlined criteria to evaluate and select successful applicants. All decisions made by the panel will be final.

**10. How to Apply**

Organisations are invited to submit applications for this grant via Plinth here:

<https://app.plinth.org.uk/application/uFDAhW9iPO9R5FDsq2Qj>

**11. Available support**

The Community Solutions team will provide training and support in the following key areas:

1. Culturally sensitive mental health awareness training
2. Evaluation and monitoring guidance
3. Shared learning and networking opportunities
4. Access to mental health professionals

Further information

If you have questions or want further information about this grant, please contact:

- For Young K&C, please contact, [sundus@youngkandc.org.uk](mailto:sundus@youngkandc.org.uk)
- For Young Westminster, please contact , [nora@youngwestminster.com](mailto:nora@youngwestminster.com)

**The deadline is 11:59pm, Wednesday 5<sup>th</sup> March**