


Nōku te Ao: Like Minds
Puna Pūtea/Social Action Grants


KEY INFORMATION AND CRITERIA





Nōku te Ao: Like Minds is a public awareness programme that aims to increase social inclusion and end discrimination towards people with experience of mental distress. We know at least one in five New Zealanders will experience mental illness or distress in their lifetime. This number is higher for Pasifika (one in four) and Māori (one in three). People who live with mental illness or distress are members of our whānau, they are our colleagues, loved ones and friends, and they bring invaluable contributions to our workplaces, homes and communities every day.

However, they are also very likely to experience prejudice and discrimination and we want to change that. To do this effectively, we have to look at who is most likely to experience mental illness and distress and therefore who is most likely to experience prejudice and discrimination, so while our programme is for all New Zealanders, it specifically seeks to increase social inclusion for Māori and Pasifika as priority audiences.



What are the Puna Pūtea or Social Action Grants?

The Puna Pūtea or Social Action Grants are grants of between \$10,000 and up to \$40,000 funded by the Nōku te Ao: Like Minds programme and administered by the Mental Health Foundation.

Pūtea or money is awarded to mental health advocacy projects that aim to challenge negative stereotypes, unfair judgements and discrimination towards those of us who live with mental distress or illness.

HE AHA ŌU MOEMOĒĀ?

What's your vision to end discrimination against people with mental distress?

What kinds of grants are available?

There are two types of grants available. Everyone – individuals and groups – are welcome to apply for both types, but preference for the up to \$40,000 grants will go to non-corporate groups in order to spearhead collective change.

- **Grants of up to \$40,000** are open to all. Preference for these grants will be given to community and lived experience groups, committees, marae, and whānau, hapū and iwi rōpū/groups.

Applicants for these grants must be open to co-designing their project with the Mental Health Foundation.

- **Grants between \$10,000 and \$20,000 are open to all** and are recommended for individuals and organisations.

How much pūtea or funding is available?

The total funding pool available in 2022 is \$400,000.

Who are the grants for?

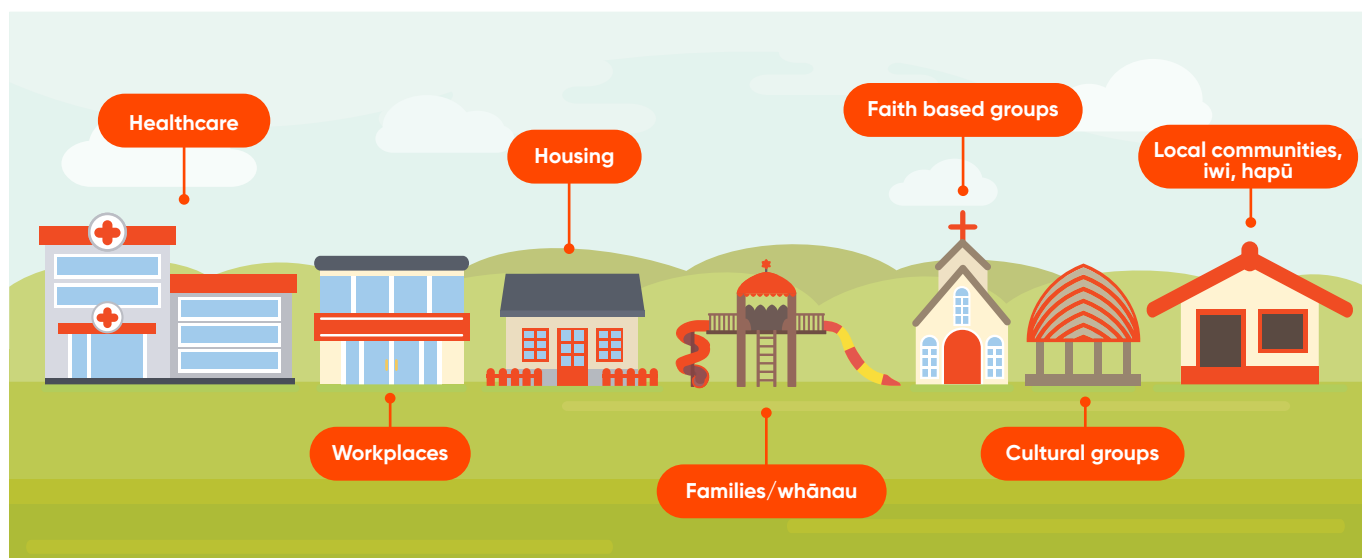
Our Puna Pūtea are available to everyone – community, organisations, hapū, iwi and groups or individuals wanting to challenge mental distress discrimination and create real change. We want to hear about the changes you'd like see happen – and help make your vision to end mental distress discrimination a reality!

What kinds of mental distress discrimination could my project challenge?

Mental distress discrimination occurs in all sorts of places – in our workplaces, in societal structures like our health system, in our communities, iwi and hapū, and even in our own homes. For example, Māori mental health patients are disproportionately being secluded in mental health facilities, according to a [2022 report by the office of the Ombudsman](#).

Where does mental distress discrimination occur?

See below for some settings that your project could focus on:



What do we fund?

The kind of projects we're looking to fund are diverse. We want to hear your ideas about how to end mental distress discrimination and make your moemoeā or mental health advocacy visions come alive!

We prioritise applications that:

- Focus on people most impacted by discrimination, for example, Māori and Pacific peoples, and those of us who experience mental distress or illness
 - Are committed to achieving equity and/or
 - Embed the Nōku te Ao: Like Minds kaupapa Māori principles and/or
 - Hold space for and utilise Pacific approaches.
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Grants criteria

To be successful in your application, you'll need to:

- 1. Clearly describe how your grants project will end unfair judgements and discrimination towards people who experience mental distress.** What sorts of unfair judgements and discrimination will your project challenge, and how? How will your project uphold the rights of people with mental distress in your whānau, community, workplace or iwi?
- 2. Clearly describe how your project will help to drive equal outcomes for your community, or for our priority groups - people with severe mental distress who may also be Māori and/or Pasifika.**
- 3. Show how your project aligns with our kaupapa Māori principles here.** How will your project incorporate best practice or tikanga in a way that supports people with mental distress? How will your specific mātauranga or knowledge make your grants project fly? Choose one or more

Grants criteria

of the Nōku te Ao: Like Minds kaupapa Māori principles and talk to them in your application.

- 4. Show how you will reach people who haven't experienced mental distress with the stories and views of people who have.** This practice, which is called the Power of Contact, is a proven way to help end mental distress discrimination and increase understanding towards another person's experiences. To be effective, the project's leader or leaders need to create a situation where people feel a sense of **equality with one another**; there is an opportunity for **whanaungatanga/to get to know each other** and **actively co-operate**; information that challenges negative stereotypes about people with mental distress is provided; and all participants have a mutual goal they can pursue together by taking tangible actions.
- 5. Have clear goals and objectives, and a realistic and detailed budget.** What outcomes do you want your grants project to achieve, and why? Is this possible within your budget and the grant amount you have applied for, and if not, how have you saved on costs? Attach quotes if possible.
- 6. Demonstrate creativity and innovation.** Have you noticed anyone doing something similar? If so, what could you do better? What does your grants project offer that others don't?
- 7. Use positive, hopeful and safe language around mental distress.** See our media guidelines for tips on using language that is mana-enhancing, respectful and puts the person first.
- 8. Consider how your project might pivot to suit Aotearoa's COVID-19 landscape.** In this ever-changing environment, all applications must show how they would continue if affected by COVID-19.

How do I apply?

It's easy to apply for the Puna Pūtea/Social Action Grants, and we're here to help with any questions you might have – just send us an email at:

socialactiongrants@mentalhealth.org.nz

To apply:

Register for our online grant hub by following [this link](#).

- Read through the information included in the [application form](#) and [tips pages](#) on our website
- Fill out your application – which can be either a written form or a video. If you are submitting a video, it must be no more than 10 minutes long and hosted on an external video platform such as YouTube or Vimeo
- Submit your fully completed grants application form and written or video proposal for review by **5pm, Friday 11 November 2022**.

Receipt of grants applications will be acknowledged by email. If you do not receive a confirmation email within five working days of submitting your application, please email [**socialactiongrants@mentalhealth.org.nz**](mailto:socialactiongrants@mentalhealth.org.nz)

Submission process

Once your application is received, our shortlisting team will assess whether it has answered the above questions to a high standard and if it does, it will be shortlisted. Applicants that make the shortlist will need to attend a video or teleconference call.

Once this has happened, your shortlisted application will be assessed by an independent judging panel for potential funding. The final grants projects funded will be decided by this independent judging panel alone.

Your application will be assessed against the following scoring card:

Scoring table

Clear method for eliminating mental distress discrimination is outlined	50 points
Clear project plan outlined	15 points
Accurate and clear budget outlined in full	10 points
Impression of ability to address equity issues for communities most impacted by mental distress discrimination	15 points
Covid-savvy planning	10 points
TOTAL	Out of 100

What we can't fund

Our exclusions are set by our funders and are not able to be changed.

We can't fund:

- Projects that focus on suicide. While suicide can be mentioned as part of many people's mental distress journeys, your grants application cannot focus on it and must focus on ending mental distress discrimination
- Political organisations, tertiary education institutions/providers, public sector or local government bodies, or programmes already funded by Nōku te Ao: Like Minds
- Projects that have already happened, or don't have a clear plan of action
- Projects not carried out in Aotearoa New Zealand
- Late or incomplete applications
- Study or service delivery costs
- Capital items, like computers, tablets or cars
- Applications which simply raise awareness of mental distress – your project must specifically aim to **end mental distress or illness discrimination.**

Key dates

Applications open	Thursday, 29 September 2022
Closing date for applications	Friday, 11 November 2022 at 5pm
Applicants notified of outcome	By February 2023
Grant contracts signed by successful applicants	February–March 2023
Commencement date for projects	From February 2023
End date for projects	As agreed with the Mental Health Foundation
Final evaluation/case study due	As agreed with the Mental Health Foundation

NAU MAI, HAERE MAI

We welcome your applications!

If you have any questions, please email
socialactiongrants@mentalhealth.org.nz

APPENDIX

If you're stuck for ideas, some project type examples are below:

Project type	Project description
Community wānanga/discussions or training units	That educate people on what mental distress discrimination is, allowing space for community kōrero/discussions about it to identify how that discrimination can be challenged as a community.
Community-based campaigns or events	That show the effects of mental distress discrimination and ask people to take an action to actively end it.
Creating or strengthening leadership or advocacy groups for people with mental distress	To empower people with mental distress to challenge discrimination against themselves and their communities, and further advocate for the societal changes they want to see.
Creative projects, such as plays, art installations or films	That tell the stories of people's mental distress to help end unfair judgements, discrimination and shame.
Creation of physical resources	That educate people on what mental distress discrimination is, and how it can be challenged within societal structures such as our health system, or the Mental Health Act for example.
Online modules, webinars, petitions, Zoom meetings or info hubs	That show people the effects of mental distress discrimination and ask people to take an action to actively end it.

We encourage holistic Māori approaches to mental wellbeing and strongly support Māori-led solutions and Māori models of health and wellness.

What is the Nōku te Ao: Like Minds programme?

Nōku te Ao: Like Minds is a nationwide programme working to end the prejudice and discrimination that people living with mental distress can face in Aotearoa. The programme does this by challenging myths and stereotypes around mental distress and promoting behaviours and environments that support, include and respect the 47% of New Zealanders who will experience mental distress in their lifetime.

The programme's whakapapa or history lies in the Like Minds, Like Mine programme, which started in 1997 – it was the first national mental health anti-discrimination programme in the world. Nōku te Ao: Like Minds takes this kaupapa further by seeking to address the inequities experienced by Māori, Pacific and communities living with severe mental distress who are most affected by discrimination. Te Tiriti o Waitangi, kaupapa Māori principles, and a commitment to equity are foundations of the Nōku te Ao strategy.

[Read more about Nōku te Ao: Like Minds' mahi/work today.](#)

What is 'mental distress'?

We all experience tough times in life that impact on our mental health. For some of us, those tough times last for a long time or can be very intense, which can affect our lives in all kinds of ways. These experiences are what we refer to as "mental distress" – experiences that might have similar symptoms to a mental illness, whether they're medically diagnosed or not.

Whatever term someone uses to describe their mental distress is up to them. They don't necessarily have to identify with the term 'mental distress', 'mental illness' or with a medical diagnosis – it's their right or mana motuhake to choose their own description.

Why do we need to challenge mental distress discrimination?

He tangata tonu te tangata, ahakoa te aha. A person is still a person, no matter what.

Being judged or discriminated against for experiencing mental distress or illness is a heavy load to bear. People living with these experiences need aroha, understanding and respect during their toughest times, but are sometimes met with negative words or behaviours or are excluded by people they know and love.

Being judged or discriminated against is more than just hurtful – it's harmful. Mental distress discrimination can affect people's access to employment, housing, healthcare, or insurance, prevent people's recovery and even discourage them from seeking support when they most need it.

Unfair judgements and discriminatory actions against people with mental distress are deep-rooted in many areas of our lives. Although we've made great strides in tackling mental distress discrimination over the years, ending it requires long-term action and commitment.

You can find some statistics about the impacts of mental distress or illness discrimination on people in Aotearoa [here](#).

Does Nōku te Ao: Like Minds support intersectionality?

The Nōku te Ao: Like Minds programme prioritises intersectionality, acknowledging that people who experience one form of discrimination may also experience other forms of discrimination which have a compounding negative impact on their lives. If your project also addresses the likes of racism, homophobia, transphobia, ableism, sexism – we'd love to hear from you, too.