



ETHEL & JAMES

FLINN FOUNDATION

2025

Mental Health Awareness, Education and Outreach Mini-Grants Program

REQUEST FOR PROPOSALS (RFP)

Timeline and Important Dates

Application Deadline: **July 17, 2025 (Before 4:00 p.m.)**

Decision Notification: September 16, 2025

Funds Issued: December 18, 2025

One Year Grant Term: January 1, 2026 – December 31, 2026

Final Report Due: March 1, 2027

**MENTAL HEALTH AWARENESS, EDUCATION
AND OUTREACH MINI-GRANTS PROGRAM**
REQUEST FOR PROPOSALS (RFP)**MISSION**

The Ethel and James Flinn Foundation (the “Foundation”) is a Detroit based private foundation established in 1976 by Ethel “Peggy” Flinn and her brother, James “Jim” Flinn, Jr. Peggy Flinn passed away in 1994. Jim Flinn, Jr., who was diagnosed with schizophrenia in his early 20’s, led a remarkable life until his passing away in 2007 at the age of 91. The Foundation’s mission is to advance effective, well-researched mental health treatment, services and programs that meet the needs of people in Michigan. The Foundation’s geographic focus is primarily southeast Michigan, defined as the counties of Wayne, Oakland, Macomb, and Washtenaw.

ELIGIBILITY AND AVAILABLE FUNDING

This mini-grant RFP is open to non-profit community organizations located in Southeast Michigan that are NOT mental health providers but see the need for mental health awareness and education among the people they serve or within their community. Examples include faith-based organizations, youth organizations, community development and grassroots organizations, human service organizations, etc.

FUNDING PRIORITIES FOR 2025

The Flinn Foundation recognizes the importance to educate and build mental health awareness to decrease stigma in our community. The Foundation has allocated \$100,000 for smaller one-year grant awards between \$3,000 to \$5,000 per organization to improve education, awareness and public outreach that may include, but are not limited to:

**Education, awareness
and outreach
programs**

**Community voice
or lived experience
campaigns**

Youth led campaigns

**Prevention and self-
care mental wellness
promotion**

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INQUIRIES

You may contact staff at the Foundation to discuss eligibility and questions regarding this RFP. However, a discussion is discretionary and not a requirement.

Andrea M. Cole

President and CEO

acole@flinnfoundation.org

(313) 309-3437

SUBMISSION

All applications must be submitted through the Foundation's online application process that is accessible directly from **our website**. The Foundation's grant-making priorities are outlined in detail and a tutorial is available to help walk you through the application process.

REQUIREMENTS

When preparing your proposal application, please respond in clear and plain language that accurately describes your project and intended outcomes without too many buzzwords, jargon, or citations. To help you prepare for the on-line grant-making application process, we have outlined the following elements that should be included in your answer to each question of the proposal application sections:

■ **Mission, Accomplishments and Organizational Capacity:**

- Provide a brief history of the organization, current mission and goals and description of services.

■ **Purpose/Need/Population Served:**

- Provide a clear description of the project and rationale/need for services.
- Identify the age range of your target population, geographical area and projected number of individuals to be served directly by this program and the vulnerable nature of the population.

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■ **Activities and Outcomes:**

- Describe the services and activities to be provided, results and outcomes that you wish to achieve during the grant period as well as how it would improve mental health awareness, education and/or outreach.

■ **Executive Summary**

- The Executive Summary will be presented to the Board of Trustees as your impact statement so make sure it is a clear, concise and compelling overview of the need you are addressing, project goals, activities and outcomes expected from the program.

■ **Attachments: The following report is required along with the application:**

- **Budget/Actual Expenditure Report** ([Click here](#) to download the template - see directions on [Page 5](#) to help you with planning)

GRANT DECISION PROCESS

The Board of Trustees will review all proposals and make final approvals. The funding decisions will be based on the following considerations:

- The degree to which the proposal addresses priority areas as defined in this RFP
- Ability to reduce inequities and disparities in access to care and treatment
- Ability to increase mental health awareness, education and public outreach

REPORTING

All organizations who receive a grant will be required to sign a Grant Award Agreement Letter notifying the Foundation of their ability to comply with all reporting requirements. Grant funds are dispensed in December, 2025 and the grant term for funded projects begins January 1, 2026.

APPLY

Please apply online at [**www.flinnfoundation.org/apply**](http://www.flinnfoundation.org/apply). The Budget/Actual Expenditure Report templates are available at the bottom of the webpage.



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FLINN FOUNDATION**The Flinn Foundation**
Budget/Actual Expenditure Form
For Year [1]

The purpose of this Budget Form is to provide The Ethel and James Flinn Foundation with complete information about your program's projected expenses and revenue. Please submit this budget form with your complete proposal and required attachments. Please itemize where necessary (for example, salaries). Include costs that are directly related to the program and indispensable to it. The Foundation will not approve indirect costs budgeted as a percentage of the grant amount. If your request is for more than one year, complete the spreadsheet for each year you are requesting funding (see tabs below). **NOTE:** You will also use this form to submit Actual Expenditures with your Progress and/or Final Expenditure Report. Keep a saved copy for your records.

[Insert Name of Organization]	Total for Program	Amount Requested from the Foundation	* Actual Expenditures
EXPENSES			
Salaries (Itemize. If less than full time, prorate or specify number of F			
Evaluation			
Professional Services (legal, accounting, etc.)			
Training			
Consultants/Contracted Services (other than evaluation)			
Travel			
Equipment, Technology and/or Supplies			
Printing and Copying			
Other (Specify detail budget expenses in this category below)			
TOTAL EXPENSES	\$0	\$0	\$0

REVENUE	Committed	Pending	
Grants/Contracts/Contributions:			
The Flinn Foundation Request			
Government (indicate whether local, state, federal)			
Other Foundation Support			
Other (Specify detail budget expenses in this category below)			
In-Kind (indicate source)			
TOTAL REVENUE AND RESOURCES	\$0	\$0	\$0

ITEMIZATION	Total for Program	Amount Requested from the Foundation	* Actual Expenditures
EXPENSES			
TOTAL EXPENSES	\$0	\$0	\$0

* Only applicable when submitting a Progress or Final Expenditure Report