

Guide to Application
Mental Health Initiatives Funding Scheme
(Phase 1)

July 2021

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This guide sets out the objectives, background, eligibility and application procedures for **Phase 1 of the Mental Health Initiatives Funding Scheme**. It also provides details regarding the processing of applications, criteria for project selection, conditions for grant, arrangement for fund disbursement and the monitoring of projects approved under Phase 1 of the Mental Health Initiatives Funding Scheme.

Enquiries on this guide may be addressed to the Secretariat of the Advisory Committee on Mental Health (“ACMH Secretariat”) via e-mail to mhifs@fhb.gov.hk.

Advisory Committee on Mental Health
July 2021

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Objectives

1. The Mental Health Initiatives Funding Scheme (“the Funding Scheme”) aims to fund projects that could help provide better support to the needy in the community and raise public awareness of mental health.

Background

2. As announced by the Chief Executive in the 2020 Policy Address, the social unrest in 2019, together with the persisting COVID-19 epidemic since early 2020, have brought different levels of impact and influence on the mental well-being of the people in the community. The Government has therefore decided to earmark \$300 million under the Beat Drugs Fund for the above-said objectives. The Advisory Committee on Mental Health (“ACMH”) is responsible for co-ordinating the initiative and working with service providers and non-governmental organisations (“NGO”) in the relevant sectors to identify needs and set priorities, with a view to facilitating or promoting relevant projects.

Eligibility for Application

3. ACMH rolls out the Funding Scheme by two phases (i.e. Phase 1 and Phase 2). Under Phase 1 of the Funding Scheme (to which this Guide is relevant), subvented NGOs receiving recurrent subvention from the Social Welfare Department (“SWD”), agency members of the Hong Kong Council of Social Service and tertiary institutions registered under the laws of Hong Kong are eligible to submit applications, provided that the projects under application meet the objectives of the Funding Scheme and assessment criteria set out in this guide, and the projects are non-profit-making in nature.

Application Procedures

4. All applicant organisations are required to submit an electronic version of the completed Application Form, together with the scanned version of statement signed by the officer-in-charge and soft copy of all other supporting information (in PDF format), to the ACMH Secretariat via **one** e-mail (mhifs@fhb.gov.hk) by **6:00 p.m. on 31 August 2021 (Tuesday)**.

The size of the e-mail must be within 20MB. The subject of the e-mail should read: "**Application for Phase 1 of MHIFS: [Name of applicant organisation] [Name of Project]**". Late applications or applications with incomplete information will not be further processed. In addition, **eight printed copies** of the Application Form, signed Statement of Application and the other supporting information should be sent to the office of the Food and Health Bureau (ACMH Secretariat, 19/F, East Wing, Central Government Offices, Tamar, Hong Kong) by post or courier **by 6:00 p.m. on 7 September 2021 (Tuesday)**. Applicant organisations should ensure that the contents of documents submitted by e-mail and all of their printed copies are identical. If there is any discrepancy in the content of the two versions, the ACMH Secretariat will process the application based on the version submitted by e-mail and may require the applicant organisation to re-submit the printed copies.

Maximum Number of Applications, Grant Receivable and Project Duration

5. If the applicant organisation is a branch/district/subsidiary organisation/department affiliated to or under a headquarters or central organisation, or a tertiary institution (including its faculty members) in Hong Kong, it must submit its application via the headquarters, central organisation or head of faculty, and the Statement of Application shall be signed off by the head of the headquarters, central organisation or faculty. Each applicant is only allowed to submit one application, while each headquarters, central organisation, or faculty of tertiary institution is allowed to submit a maximum of five applications. If the number of applications received exceeds the maximum limit, those received after the limit has been exceeded will not be considered.

6. The Funding Scheme welcomes proposals of different scales, taking into account that there are applicant organisations with different experience, expertise, capacity and support available for the implementation of projects. Therefore, applicant organisations are invited to submit their proposals under one of the following categories – (a) project not exceeding \$500,000; and (b) project exceeding \$500,000 but not exceeding \$2 million. The project duration will not normally exceed two years. Request for extension beyond the two-year limit may only be raised during the course

of project implementation and such request may only be considered subject to the merits of individual project, such as need, performance, effectiveness of the service provided, etc. ACMH reserves the right not to consider or accept any extension request. The projects should not involve any capital works, and should not carry any financial implications beyond the project duration.

7. The total maximum grant receivable by one central organisation or faculty of a tertiary institution and its branches/districts/ subsidiary bodies/ departments will not exceed \$6 million.

Points to Note when Completing the Application Form

8. Applicant organisations are required to provide at **Part E of the Application Form** the overall budget as well as the detailed and itemised breakdown of the costs of their projects. When doing so, applicants should exclude any contingency elements in order not to inflate the estimated project costs. Applicant organisations shall refer to paragraphs 32-46 below on the **Conditions of Grant and Arrangement for Fund Disbursement** which may have financial implications. Applicant organisations are encouraged to adopt more environmental-friendly, energy-conserving and waste-reducing methods in project implementation.

9. If a proposed project involves the employment of additional staff, the applicant organisation shall provide detailed duty list(s) of the additional staff. Besides, while salaries shall be commensurate with qualifications and experience, as a guiding principle, the level of funding for manpower should not be superior than that for comparable civil service staff needed for similar types of work, and the staff should normally be remunerated at the starting point of the corresponding Government pay scale¹ with reference to similar posts in the Government. All project staff shall be remunerated on a fixed salary funded under the Funding Scheme during the whole project period. Appointment of staff with salaries higher than the starting point for recruitment/retention of experienced staff may only be considered subject to full justifications provided with the application. If personal emoluments of staff currently funded by subvention or other

¹ Examples: Master Pay Scale, Model Scale I Pay Scale, etc.

funding sources are proposed to be funded by the Funding Scheme, full justifications for the staff deployment and the change of funding source are required.

10. Grants by the Funding Scheme are of one-off nature and there should not be any financial implication on recurrent subventions arising from the Funding Scheme. Applicant organisations are required to state in their applications whether the proposed projects, if approved, would entail any outstanding tasks or clients to be served upon the expiry of the grants by the Funding Scheme. Applicant organisations shall also state clearly how those outstanding tasks would be handled or remaining clients would be served if alternative sources of funding could not be obtained.

11. Applicant organisations are required to provide additional or supplementary information in relation to their applications as and when required by the ACMH Secretariat. Nevertheless, applicant organisations shall endeavour to provide the best and fullest information at the time of their applications, as the ACMH Secretariat is not obliged to request for or accept further information or justifications.

12. Applicant organisations may apply for administrative overhead funding by completing the relevant section in **Part E of the Application Form**. They are required to ensure that the areas for which the administrative overhead are to be applied fall within the “Coverage” set out in **Appendix A** and provide justifications for the requested amount. As the cost components of the administrative overhead may not be separately quantifiable, the provision of a cost breakdown would not be necessary. Any administrative overhead funding granted will not exceed 5% of the approved project costs or actual project expenses (less items to be excluded), whichever is the lower. Points to note in applying for administrative overhead funding are at **Appendix A**.

13. A “Note for Potential Applicant Organisations of the Mental Health Initiatives Funding Scheme” is at **Appendix B** providing a number of useful points to note. Applicant organisations are encouraged to make reference to the Note when preparing their applications.

Engagement of Auditors

14. Successful applicant organisations (hereafter referred to as “grantees”) shall arrange a bank account designated for the project. It is the responsibility of the grantee to engage an external qualified auditor for the annual and final² (covering the whole project duration) auditing and assurance tasks. Annual and/or final audited accounts shall be submitted around two months after the end of the audited period. Auditors should be required to give an audit assurance/opinion that the grantee has complied with the requirements and conditions of grant stipulated under the Funding Scheme, and, as appropriate, include the Income and Expenditure Account as well as a Balance Sheet to show the latest/final financial position of the projects funded by the Funding Scheme.

15. In view of the auditing and assurance requirement, the grantee can include the funding requirement for engaging external auditors, and the cost on auditing shall be included as a distinct cost item in the budget applied. The maximum funding provision for engaging auditors for any single project is as follows -

Approved Project Duration	Maximum Funding Provision for Engaging Auditors
12 months or less	\$8,000
More than 12 months and up to 24 months	\$16,000

Project Evaluation

16. ACMH attaches great importance to assessing the effectiveness of projects sponsored by it. Applicant organisations are required to include relevant information of the proposed evaluation under **Part C of the Application Form** for their projects. The method and plan for evaluating the effectiveness of the programme against the stated objectives must be stated. Evaluation shall focus on the output (e.g. the number of clients reached out by the projects) and the outcome (e.g. improvement of clients’ mental health). **Indicators shall be realistic, quantifiable, measurable,**

² If the project lasts for 12 months or less, the annual audited account is also the final audited account.

relevant and achievable. Over-estimation of output or outcome targets in the proposal must be avoided. Applicant organisations may consider conducting surveys to obtain quantifiable output and outcome so as to substantiate the effectiveness of the project.

17. The grantees will be required to provide the latest evaluation findings / observations through the submission of progress reports at specified intervals during the project period. The project evaluation report should be submitted around two months after the project period. The ACMH Secretariat reserves the right to request submission of updated data files and documentary proof of outputs/outcomes at any time during the project period.

Vetting and Processing of Applications

18. ACMH has formed a Project Panel comprising six non-official members to assess the applications received. Representatives from the Food and Health Bureau, the Education Bureau and the Labour and Welfare Bureau/SWD will also participate in the process and provide comments on the applications as and when necessary.

19. Applicant organisations may be requested to present their proposals to the Project Panel if necessary.

20. The Project Panel will duly assess all applications received, and make recommendations for consideration by ACMH for final endorsement on the grant of funds.

Priority Areas

21. Projects falling into the following areas will be accorded priority –

(A) Lay Leaders in Community

22. With the “Shall We Talk” mental health promotion and public initiative launched in July 2020, the awareness of mental health issues among the community has been increasing. We see a need to next address the lack of connection between the general community and professional services in

promoting mental well-being and assisting those with mental health needs. Difficulty exists in identifying people with mental health needs if they do not actively seek professional help.

23. The need mentioned above could be addressed by establishing lay leaders in the community for developing community-based support network for promoting mental well-being and early identification of community members with mental health needs. The idea could be applied to different settings such as the workplace (to dovetail with the Mental Health Workplace Charter³) and community groups. Training such as mental health first aid and other support should be provided to the proposed lay leaders. Incentives could be explored to encourage participation.

24. As the COVID-19 epidemic is expected to continue for a period of time, the project should be supplemented by online content and/or tools where participants could continue to boost their mental well-being notwithstanding stringent social distancing measures in place. Contents could include, but not be limited to, multi-media content on training up mental health, online support group and self-assessment tools, and be tailor-made to address different groups of the population (e.g. youth, working adults, elderly, recovered persons, etc.).

(B) Carer Support

25. Under the COVID-19 epidemic, additional stress on carers is observed, possibly due to the intermittent closure of schools and/or support centres and prolonged time staying at home. The burden of taking care of someone else creates stress on the carers and poorer health in carers impedes the effectiveness of caring.

26. ACMH welcomes proposals on providing support for carers under this challenging time. Possible themes include, but are not limited to, identifying and proactively intervening into hidden and high-risk cases and relieving tension of carers by addressing their psychological and emotional needs that could complement existing services without duplicating the use

³ <https://mentalhealthcharter.hk/en/index.html>

of resources.

(C) IT Support for the Elderly

27. The reduced services available at elderly centres due to various social distancing measures under the pandemic have affected the social life of the elderly and the support services for them, including dissemination of important information. While many elderly service providers have attempted to continue providing support services to the elderly through the use of information technology (“IT”), the major obstacle is that many elderly persons do not possess a smart device and/or are in lack of the knowledge in using online services.

28. ACMH invites organisations to devise a proposal to subsidise and assist the elderly aged 60 or above, who are in lack of financial and family support, in using smart devices. The proposal should include organising programmes and providing training on using mobile devices, with the provision of free smart devices and/or payment for internet charges to facilitate the participation of the elderly if the elderly are not receiving any assistance for such services and do not have any relevant mobile devices. The ultimate goal is to help the elderly stay connected with the society and provide an additional channel for them to seek help when needed. Proposals involving collaboration with telecom or IT companies that facilitate the implementation of the project and enhance cost-effectiveness are welcomed.

Assessment Criteria

29. The Project Panel of ACMH will consider each application on its own merits. Applications will be assessed on the basis of four major criteria, namely Project Strength, Impact, Project Design and Feasibility, as well as Experience and Track Record of the applicant organisation. Proposals worked out in partnership with parties relevant to the proposed projects (e.g. NGOs, schools, tertiary institutions, professional bodies, community groups, patient groups or other target groups, etc.) that facilitate the implementation of the projects and enable the projects to reach out to more target participants effectively are welcomed. The marking scheme to be adopted for the Funding Scheme with elaboration, weighting and passing

mark for each assessment criterion is at **Appendix C**.

30. The following projects are normally **not** considered –

- (a) projects for production of souvenirs, gifts, leaflets, CDs, booklets and/or documentaries, etc. that do not align with the objectives of the Funding Scheme and without clear and sufficient information on contents and design;
- (b) projects which have been completed;
- (c) projects which have commenced before funding approval is granted; and
- (d) projects which have secured, or are funded by, alternative funding source (including government subvention).

31. The following cost items are normally **not** allowed –

- (a) fees that are not justified, or well-justified;
- (b) costs of fixtures and renovation;
- (c) costs of trips outside Hong Kong;
- (d) costs of events organised or services provided outside Hong Kong.

Conditions of Grant

32. After funding approval is granted and upon acceptance of the approved grant, grantees shall commence their projects within three months. Applications for extension of deadline will normally not be entertained.

33. All the information provided in the application is binding on the applicant organisation. Projected funding requirements and implementation schedule of an approved project, once approved by ACMH, shall be strictly adhered to. Prior written approval of ACMH must be obtained should the grantee wish to alter the approved implementation plan

or the amounts of individual cost items. Applications for supplementary provisions to cover unforeseen expenditures will not be considered.

34. Grantees are required to adopt an open and fair system for staff recruitment, and to follow the approved manpower and salary level. The manpower for delivering the project should be optimal to avoid over-estimation of funding for staff requirement. The proportion of personal emolument under the project will be part of the Project Panel's consideration in assessing whether the budget is reasonable.

35. The grantee shall give appropriate acknowledgement to the Funding Scheme and ACMH when implementing the approved project, including in all publicity or published materials associated with the project. On the other hand, the grantee should adhere to the guidance of the ACMH Secretariat in respect of the use of logos, slogans or other related publicity materials of ACMH.

36. The ownership, copyright and all other intellectual property in, including but not limited to, all reports of research, audio-visual products, printed or electronic materials, etc. or such materials so procured or created as a result of the project, shall be vested in and belong to ACMH and shared with the grantee. ACMH may use such materials for any purpose at any time, and the grantee is allowed to continue using these materials for good cause.

37. The books of accounts and all other relevant records and information related to the Funding Scheme should be retained by the grantee for at least seven years after the completion of the project or release of the final payment or in accordance with the prevailing statutory requirements, whichever is the longer. These books and records shall, at all reasonable times, be available for inspection by any authorised staff of the ACMH Secretariat and the Audit Commission.

38. Where circumstances justify, ACMH may withhold or reclaim any payment from the grantee if the grantee fails to observe the conditions of grant.

Arrangement for Fund Disbursement

39. Successful applicant organisations will be notified in writing, specifying the amount of funding offered. They will be required to confirm their acceptance by filling in a reply slip by the prescribed deadline. The disbursement of funding will be arranged **by three instalments** as illustrated in **Appendices D1 and D2**.

First instalment (50%)

40. ACMH will disburse the first instalment (50% of the funding approved) to the grantee **in the month of project commencement**.

Second instalment (30%)

41. The second instalment (30% of the funding approved) will be disbursed in the following manner -

(a) Project lasting for 12 months or less

42. The second instalment will be **disbursed around six months after the project commencement**, if ACMH is satisfied with the project progress as indicated in the first progress report (covering the first three-month period of project implementation) submitted by the grantee, the performance of the grantee and its compliance with the conditions of the grant.

(b) Project lasting for more than 12 months

43. The second instalment will be **disbursed around 12 months after the project commencement**, if ACMH is satisfied with the project progress as indicated in the two progress reports (one covering the first three-month period and another covering the first nine-month period of project implementation) submitted by the grantee, the performance of the grantee and its compliance with the conditions of the grant.

Final instalment (20% or the remaining projected funding requirements)

44. The final instalment (20% of the funding approved or the remaining funding requirements based on the actual expenditures concluded, whichever is the less) will be **disbursed around two months after the submission of the required documents**, including the final audited account (covering the whole project duration), the last progress report and the project evaluation report, if ACMH is satisfied with the documents submitted and the final delivery of the project. No additional funding on top of the approved budget will be provided. Any increase in cost arising from inflation or unforeseen requirements shall be borne by the grantees.

45. The final instalment will not be arranged if there is unspent fund by the end of the project. In this case, the unspent fund shall be returned to ACMH around two months after the submission of all the final reports. Hardware such as equipment / devices / items bought for the implementation of the projects may be retained by the grantees or the beneficiaries of the projects if deemed appropriate and justified for continuing the meaningful use of the hardware. However, it is at the full discretion of ACMH to make the final decision on the disposal of any of the procured hardware, which may include returning them to ACMH after the completion of the projects.

46. A set of **procedural guidelines** will be provided upon notification of successful applications. Grantees shall comply with the procedural guidelines when implementing the projects.

Monitoring of Funded Projects

47. As stated in paragraphs 16-17 above, applicant organisations are required to set out in the Application Form specific indicators for evaluating their projects. Grantees will be required to evaluate their projects using the approved output/outcome indicators in the project evaluation reports to be submitted upon project completion.

48. Grantees will be required to submit progress reports around two months after the respective reporting period according to the following intervals during the course of the projects -

(a) Project lasting for 12 months or less

49. Grantees will be required to submit one progress report (covering the progress made in the first three-month period of project implementation) during the project period and one final progress report (covering the whole project period) within two months after project completion.

(b) Project lasting for more than 12 months

50. In the first year of the project period, grantees will be required to submit two progress reports (one covering the progress made in the first three-month period and another covering the first nine-month period of project implementation). Subsequent to the ninth-month progress report, grantees will be required to submit progress reports at six-month intervals or at other specified intervals until the end of the project period and the final progress report (covering the whole project period) within two months after project completion.

51. The progress reports will be required to set out, in accordance with the pre-determined output and outcome targets, progress on implementation of various activities under the projects, as well as completed/scheduled project activities in a prescribed report format.

52. The project evaluation report is to be submitted within two months, together with the evaluation data files, after project completion, and shall cover, but not limited to, the following items in order to assess each project deliverable and their value for dissemination –

(a) description of the deliverable (e.g. type, title, quantity);

(b) evaluation of the quality in terms of the output and outcome indicators and dissemination value of the deliverables;

- (c) the dissemination activities conducted (including the date, mode, etc.) and the responses of the participants/recipients to such dissemination activities; and
- (d) a brief description of the elements/experiences contributing to the success of the project and feasibility of continuing the project.

53. Where required, grantees may also be invited to present the final reports to ACMH for consideration and adoption. Views of ACMH, if any, will be provided to the grantees and documented for future reference.

54. ACMH may require grantees not meeting the proposed output or outcome targets to implement remedial actions and report up-to-date progress as and when requested. **In case the performance of a grantee is not satisfactory and the grantee fails to meet the agreed output or outcome targets, the amount of grant may be adjusted by ACMH accordingly, and the grantee may be required to refund ACMH where circumstances justify.**

55. All grantees are required to submit the progress reports and project evaluation reports in a digitised format. ACMH may publicise any of the reports for public information through websites or other channels as appropriate.

56. ACMH or any other persons appointed by ACMH may visit the grantees of the approved projects to inspect and review progress from time to time. Grantees may be required to attend meetings with ACMH or the ACMH Secretariat from time to time to review the progress.

Conflict of Interest

57. The principles of fairness and avoidance of conflict of interest must be upheld in the processes of staff recruitment and procurement of goods and services. Grantees should also follow, as far as practicable, the good practice set out in the Best Practice Checklist - Strengthening Integrity and Accountability – Government Funding Schemes Grantee’s Guidebook (“Best Practice Checklist”) issued by the Independent Commission Against Corruption (“ICAC”) from time to time. The “Best Practice Checklist” is

available from the homepage of the Corruption Prevention Advisory Service of ICAC⁴.

58. A grantee shall –

- (a) ensure, during the grant/agreement period, that it (including its employees, subcontractors, agents or other personnel) shall not undertake any service, task or job or do anything whatsoever for or on behalf of the grantee or any third party (other than in the performance of the agreement) which conflicts, or which may be perceived to conflict, with the grantee's duties to ACMH and/or the ACMH Secretariat under the agreement unless and to the extent the ACMH Secretariat has been fully informed by the grantee in a timely manner of all the circumstances in which the permission is sought;
- (b) notify the ACMH Secretariat in writing of all or any facts which may reasonably be considered to give rise to a situation where the financial, professional, commercial, personal, or other interests of the grantee or any of its directors, employees, agents and contractors, or any of their respective associates or associated persons, conflict or compete, or may conflict or compete, with the grantee's duties to ACMH and/or the ACMH Secretariat under the grant/agreement;
- (c) render its advice or recommendations to ACMH and/or the ACMH Secretariat on an impartial basis without giving favour to any particular person, business, company, product, services or equipment in which the grantee and/or the project personnel has a commercial or personal interest. The grantee and the project personnel shall notify ACMH and/or the ACMH Secretariat immediately and in writing of any actual or potential financial or other interest any of them or any of their associates or associated persons, or any of the permitted subcontractors may have in, or any association or connection it or the aforesaid persons may have with, any of the persons, businesses, companies, products,

⁴ <http://cpas.icac.hk>.

services or equipment proposed or recommended by the grantee or the project personnel; and

- (d) ensure that its associates and associated persons, each of its permitted subcontractors and the project personnel and his/her associates and associated persons inform the grantee and keep it informed regularly of all facts which may reasonably be considered to give rise to a situation in which the interests of such persons, conflict or compete, or may conflict or compete, or may be seen to conflict or compete with any interest of ACMH and/or the ACMH Secretariat or the grantee's or the project personnel's duties in the project.

Other Sponsorship

59. As mentioned in paragraph 30(d), projects funded by other government subventions or alternative funding or grants would not be considered. Written approval of ACMH is required before a grantee accepts any other sponsorship (e.g. gifts and souvenirs for participants) for a project supported by the Funding Scheme. Such sponsorship, if already known at the time of application, should be indicated in the Application Form for consideration by the Project Panel in one go.

Termination

60. ACMH may, in its absolute discretion and without prejudice to its accrued rights and actions against a grantee, terminate an approved project by giving 30 calendar days' written notice to the grantee. ACMH may terminate an approved project if –

- (a) ACMH is reasonably satisfied that the grantee is in breach of any of the conditions of grant and fails to remedy such breach within 30 calendar days of receipt of written notice;
- (b) ACMH, by written notice, has requested the grantee to take action to provide any of the deliverables and the grantee has failed to take that action within 30 calendar days of receipt of written notice;

- (c) ACMH is reasonably satisfied that any statement made in the application is incorrect or incomplete in a way which would have affected the original decision to approve the grant;
- (d) ACMH is reasonably satisfied that the purposes and activities of the grantee do not remain compatible with the objective(s) of the project or the Funding Scheme;
- (e) the grantee shall or is likely to go into liquidation (other than a voluntary liquidation for the purpose of amalgamation or reconstruction), or shall or is likely to enter into any supervision or voluntary arrangement providing for a composition in satisfaction of the grantee's debts or a scheme of arrangement of the grantee's affairs, or if a receiver has been or is likely to be appointed over any of its assets; or
- (f) the operation of the project has not been conducted in accordance with the conditions of grant.

Announcement of Results

61. It is expected that the results of Phase 1 of the Funding Scheme will be announced in September/October 2021. Applicant organisations will be informed of the outcome of their applications in writing. Decisions of ACMH in respect of project approval and conditions of grant shall be final.

62. Details about Phase 2 of the Funding Scheme are expected to be available in 2022.

- End -

Appendix A

Points to Note for Application for Administrative Overhead Funding

(A) Coverage

- Upon application, administrative overhead funding not exceeding 5% of the approved project costs or actual project expenses (less items to be excluded as set out under (B) below), whichever is the lower, may be granted to approved projects to cover the costs of central administrative support as provided by the applicant organisations to the projects in the following seven areas –
 - (a) service planning, supervisory support and quality assurance;
 - (b) human resource management;
 - (c) accounting management and financial monitoring;
 - (d) risk management, including internal audit, compliance, insurance and compensation claims, complaint handling and incident management;
 - (e) public relations and corporate communication;
 - (f) rent and rates of office venue, utilities and facility expenses;
and
 - (g) office equipment, information technology facilities and support.

(B) Items to be excluded from administrative overhead funding⁵

- The following items are excluded from the computation of the administrative overhead funding –
 - (a) subsidies and gifts, in cash or in kind (e.g. incentive packs, welcome packs, gifts or subsidies to participants, and job-seeking subsidies);
 - (b) procurement of assets, equipment and related accessories not relevant to the implementation of the project, and procurement of property, vehicles and vessels;
 - (c) medical/professional expenses directly paid to outsourced medical professionals, clinical psychologists and other professionals (e.g. consultation fees for psychiatric treatment, costs of assessment, etc.);
 - (d) honorarium, including but not limited to that paid to guest speakers, instructors, volunteers and rehabilitees;
 - (e) outsourced training, occupational courses and interest classes (e.g. procuring computer training courses, hiring bakery instructors, etc.);
 - (f) insurance premium; and
 - (g) external audit fees.

⁵ Items excluded from the computation of the administrative overhead funding may be included as part of the project cost if they are justified to be cost items directly related to the delivery of the service of the project. These cost items, if not to be included in administrative overhead, should be provided with budget breakdown and justifications in Part E of the Application Form as appropriate for consideration by the Project Panel.

(C) Accountability and fund disbursement

- When applying for administrative overhead funding, applicant organisations are required to provide justifications for the amount requested and ensure that the areas for which the administrative overhead are applied fall within the “Coverage” set out in Part (A) above. As the cost components covered by the funding may not be separately quantifiable, provision of a cost breakdown would not be necessary.

**Note for Potential Applicant Organisations
of the Mental Health Initiatives Funding Scheme**

Introduction

1. To facilitate potential applicant organisations to prepare the applications, the ACMH Secretariat has prepared some points to note.

Points to Note

2. The following paragraphs set out some points to note for each of the marking criteria, namely –

- (a) project strength;
- (b) impact;
- (c) project design and feasibility; and
- (d) experience and track record of the applicant organisation.

The brackets (e.g. (1a), (2a)) denote the corresponding criteria in the Marking Scheme (at **Appendix C**).

A. Project Strength

- Project proponents are encouraged to make reference to the priority areas mentioned in the Guide when designing the projects. (1a)
- Project proponents are encouraged to develop innovative projects which are different from existing services; or will bring significant added-value to existing programmes being carried out by the government, schools or other NGOs. (1b & c)
- It is considered a merit that adds strength to the projects if there is collaboration with patient groups or other target groups, or effective channel to reach out to target groups. (1d)

B. Impact

- Project proponents should ensure that there are adequate mental health elements in their proposals and the projects cater for the current needs in Hong Kong. (2a & b)
- Project proponents should illustrate how the proposed projects and activities could enhance awareness of mental health and/or disseminate help-seeking messages. (2c)
- For projects involving creative productions (e.g. production of movies, TV programmes, books, games, etc.), project proponents should provide sufficient contents or outlines to demonstrate how the proposed projects could achieve the intended effect. (2b & c)

C. Project Design and Feasibility

- Project proponents should demonstrate that their proposed schedule and project duration are practicable and reasonable. In particular, project proponents should be mindful whether the amount of time required for preparatory work (e.g. training for project staff) is overly extensive and substantial compared to the services to be delivered. (3a)
- Project proponents should demonstrate that their proposed budget vis-a-vis the proposed number of beneficiaries is reasonable and realistic (3b) –
 - project proponents should contain their staff size as far as possible. In any event, their staff proposal should be commensurate with projects of similar scale and duration. Details and sound justifications for their staff proposals should be provided;
 - project proponents should be mindful of the cost-effectiveness aspect when setting the target size/number of

audience/users/readers served compared to the cost of production of movies/mobile apps/games/books, etc.; and

- project proponents should aim to distribute publications or souvenirs (if fully justified) to specific and clear target groups instead of members of the public at large.
- Project proponents should provide information about the methods of recruiting the target beneficiaries. (3b)
- Project proponents should demonstrate that the proposed numbers of beneficiaries, participants and/or users of the proposed projects are realistic (3b) –
 - project proponents may consider securing partnership with parties relevant to the proposed projects (e.g. non-governmental organisations, schools or tertiary institutions) to demonstrate that the projects could be implemented smoothly with target outputs met; and/or
 - project proponents, especially those who are new to mental health services, may consider collaborating with stakeholders from the mental health sector to demonstrate that the projects could be delivered as proposed.
- Project proponents should avoid one-sided dissemination of information. Interactive elements should be incorporated. (3c)
- Project proponents should ensure that they provide details of outcome and output indicators as required in the Guide and the Application Form. (3d)
- Project proponents should adopt suitable evaluation methodology for researches and avoid using questionnaires that are too simple or solely based on subjective judgement, and should provide justifications for adopting the evaluation methodology. (3d)

D. Experience and Track Record of Applicant Organisation

- Project proponents' relevant experience and capacity in managing the projects will be taken into account in the assessment.

E. Other Budget-related Issues

- Project proponents should list out budget items in a clear and detailed manner.
- Project proponents should be mindful of the costs not directly benefiting the mental health aspects of the target beneficiaries and the proportion of such costs compared to the total project cost, and avoid entertainment and unreasonably expensive or extravagant gifts/allowance/activities.
- Project proponents should ensure consistency and accuracy in the number of beneficiaries and activities when filling in different parts of the Application Form.
- Project proponents should set out the specific duties of the proposed staff members.
- Project proponents should ensure that the proposed qualification and experience requirements on staff members are commensurate with their duties and expertise needed, and provide detailed justifications for paying salaries higher than the relevant benchmarks.

3. The projects would normally be approved in full or rejected. Where appropriate, ACMH may approve the projects on the conditions that the project proponents agree to adjust certain project components (e.g. schedule, budget, manpower, cost items, etc.). ACMH also reserves the right not to accept any of the proposals.

Appendix C

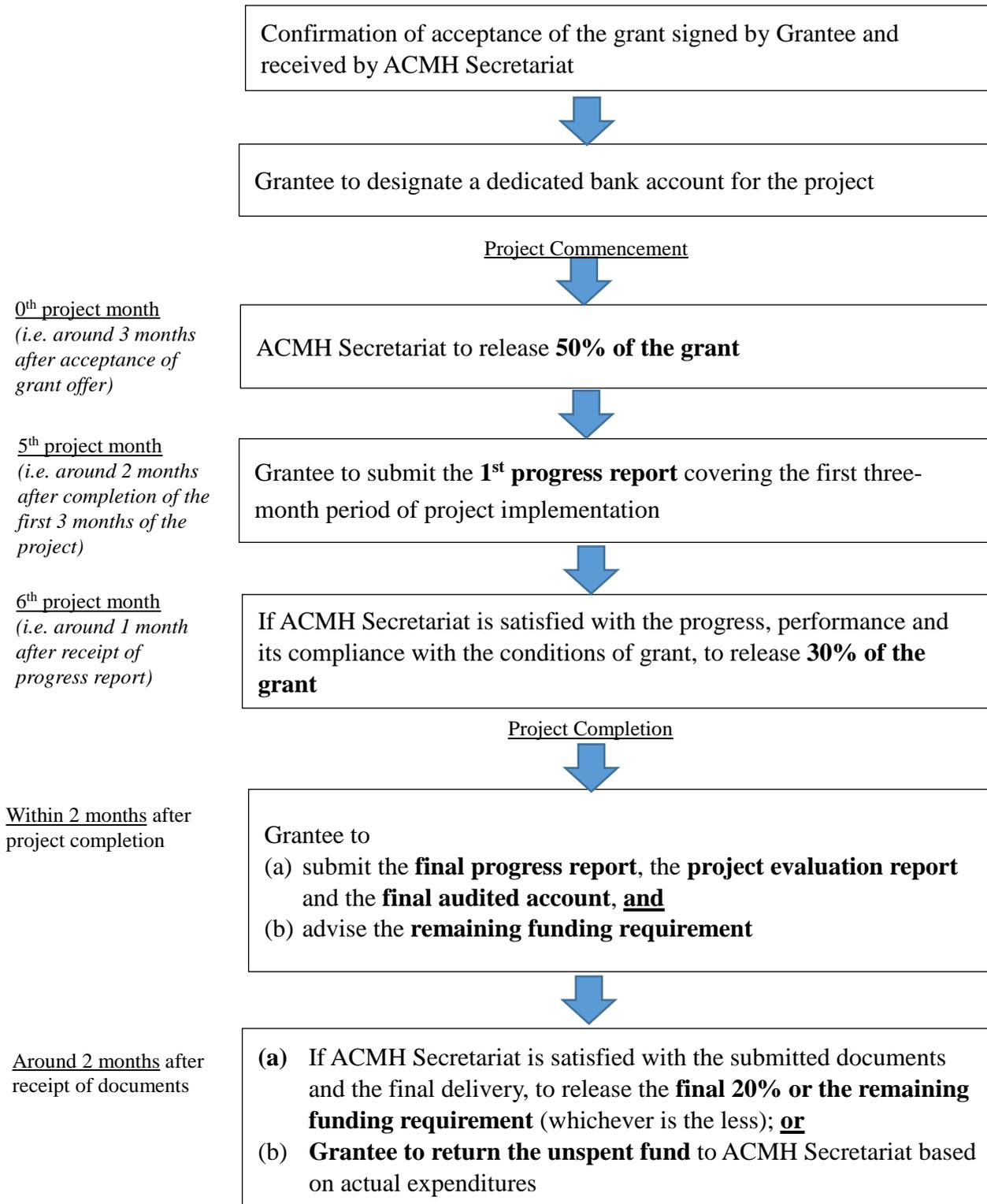
Marking Scheme

Criteria		Score
1. Project Strength (Weighting: 30%)		
(a)	whether the proposed project carries the theme(s) or falls under the area(s) given priority consideration by ACMH	(maximum score: 30; passing score: 15)
(b)	whether the proposed project differs from the work currently provided by other organisations; or whether the proposed project will bring significant added-value to existing programmes being carried out by the Government, schools or other non-governmental organisations	
(c)	whether the proposed project is innovative and will convey in-depth mental health knowledge or provide direct effective services to persons with mental health needs and/or their carers	
(d)	whether the proposed project involves any collaboration with patient groups or other target groups; or proposes any effective channels to reach out to target groups	
2. Impact (Weighting: 30%)		
(a)	whether there is a demonstrated need for the proposed project	(maximum score: 30; passing score: 15)
(b)	whether the proposed project will be able to bring direct benefits to persons with mental health needs and/or their carers	
(c)	whether the proposed project facilitates help-seeking and dissemination of help-seeking messages.	

Criteria		Score
3. Project Design and Feasibility (Weighting: 30%)		
(a)	whether the proposed project schedule is well-planned and the duration is practicable and reasonable	(maximum score: 30; passing score: 15)
(b)	whether the proposed budget and the target outputs/outcome are reasonable and realistic, including the number of beneficiaries/participants/users of the proposed project and the proportion of staff budget relative to the overall project budget	
(c)	whether the proposed project has included interactive elements and connects participants	
(d)	the extent to which sound evaluation methods will be adopted and specific outcome indicators are used to assess objectively the programme's effectiveness in achieving the objectives stated in the proposal	
4. Experience and Track Record of Applicant Organisation (Weighting: 10%)		
(a)	relevant experience in the mental health field and/or implementing publicly-funded programmes	(maximum score: 10; passing score: 5)
(b)	technical and management capability of the applicant organisation	
Total:		100

Note: Only applications attaining a pass in all four assessment criteria above will be further considered but ACMH is not obliged to approve funding allocation to all applications that have passed all the assessment criteria.

Phase 1 of the Mental Health Initiatives Funding Scheme
Arrangement of Fund Disbursement by Instalments
(for projects lasting for 12 months or less)



Phase 1 of the Mental Health Initiatives Funding Scheme
Arrangement of Fund Disbursement by Instalments
(for projects lasting for more than 12 months)

