The City Bridge Trust

Investing In Londoners:
Application for a grant

About your organisation

Name of your organisation: **MDF The BiPolar Organisation**
If your organisation is part of a larger organisation, what is its name?
In which London Borough is your organisation based? **Westminster**

Contact person: **Ms Davinia Batley**	Position: **Fundraising Manager**

Website: **http://www.bipolaruk.org**

Legal status of organisation: **Registered Charity**	Charity, Charitable Incorporated Company or company number:**293340**

When was your organisation established? **01/01/1983**

Grant Request

Under which of City Bridge Trust's programmes are you applying? **Improving Londoners' Mental Health**
Which of the programme outcome(s) does your application aim to achieve? **A reduction in suicide and self-harm amongst the recognised at risk groups** **More children and young people receiving specialist help, resulting in improved mental health**
Please describe the purpose of your funding request in one sentence. **Develop and enhance the eCommunity; an anonymous moderated 24-hour forum for individuals and families affected by bipolar.**
When will the funding be required? **01/11/2016**

How much funding are you requesting?		
Year 1: **£64,355**	Year 2: **£60,523**	Year 3: **£74,249**

Total: £199,127

Aims of your organisation:

Our Vision:
Everyone affected by bipolar can find the support they need, when they need it.

Our Mission:
To support and empower more people affected by bipolar.

Our 2015-2020 Strategic Aims:
1) To expand and develop our services
We will continue to provide effective, sustainable and innovative services that support and empower individuals and families.

2) To raise awareness of bipolar
We will increase awareness of bipolar in both public and professional arenas to help enhance understanding of this complex illness and reduce stigma.

3) To strengthen our organisation
We will invest in our organisation to ensure we provide the best services and support possible.

Main activities of your organisation:

Bipolar UK was founded in 1983 by a small group of individuals, living with bipolar, in response to the Mental Health Act and public ignorance of mental illness. The initial ambition was to dispel the stigma, secrecy and widespread ignorance of bipolar. When the founders gathered however, they quickly realised the benefits of sharing experiences of bipolar: the benefits of peer support.

We have since developed into a small national charity delivering a blend of services. Our vision is to provide people affected by bipolar with the support they need, when they need it.

We also recognise the daily impact the lifelong illness can have on loved ones and offer support for carers. A user-led organisation, people affected by bipolar form a significant part of our Board of Trustees, staff team and volunteers.

Our strategic plans are the product of service user demand and we're committed to the values of peer support, complemented by specialist help.

Number of staff

Full-time:	Part-time:	Management committee members:	Active volunteers:
20	5	12	400

Property occupied by your organisation

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Leased	Four years

Summary of grant request

Bipolar UK's moderated, 24-hour eCommunity is a safe forum for people to share experiences, information, and advice. The peer support service covers a range of topics including insomnia, accessing employment, creative outlets and bereavement.

Technology has become part of most people's everyday lives and has caught up with our human need to be connected. The combination of technology, peer support, highly professional moderation and safeguarding ensures thousands of individuals affected by bipolar have an opportunity to access advice, support, and reassurance from others who understand what they're going through.

We have, however, seen an unprecedented acceleration in demand; in the past two years alone we've welcomed more than 7,000 new members to the forum. In London we have over 2,426 registered users - with more joining daily.

The eCommunity was established in the late 1990s and our platform has fallen out of step with changing technology. Over the years we have applied transitional measures, but we're fast approaching a tipping point where our inability to meet service users' expectations will impact the very support we provide. Moreover, the sheer weight of demand is increasing the incidence of unavailability to fifteen separate occasions in the past twelve months.

Bipolar UK's experience providing an online peer forum for over fifteen years, validated by its recent surge in popularity, means we are uniquely positioned to work together with service users to shape the future of the service. We have built trust with individuals affected by bipolar and carers alike.

Demand from children and young people affected by bipolar has increased dramatically. We aim to meet the newly identified need as part of the project by including a secure module for under 18s with the facility for scheduled discussions overseen by a Youth Officer. We also intend to host expert 'guest speakers' within the eCommunity, on subjects such as bipolar at work, self-management tools and nutrition.

Registration details offer crucial contact information, should a user indicate that they are at risk of suicide and in need of crisis intervention. As bipolar increases the risk of suicide by up to 20 times, it's vital that we have the capacity in place to respond immediately to any concerns. Last year, 35 individual were supported by our crisis team thanks to an eCommunity referral.

Our 24/7 service is moderated by 1.5 team members. As the number of users - and thus posts - has almost doubled in two years, such a limited headcount is no longer sustainable, safe for our service users or fair on our colleagues.

72% of eCommunity users tell us that the service helps them feel less alone. Our users tell us what the peer support service means to them: "Amazing to be able to speak to someone with the same condition who can relate. I feel like I don't have to try and explain myself in full because I know they get it".

Our 2015 service user survey shows the eCommunity is an integral part life. Of the 11.5% respondents who access our services every day, nearly half do so via the eCommunity. A further 18% of beneficiaries access our support weekly - a third of whom cite the eCommunity as the service they use.

We need to develop a new eCommunity service, including a mobile app and secure module for young people, as well as recruit dedicated Moderators and Youth Officers.

In keeping with the tenet of peer support, the eCommunity is for and delivered by our service users. The online medium keeps our carbon footprint far lower than any face to face service with the same UK coverage and 24/7 accessibility.

If you need any planning or other statutory consents for the project to proceed, what stage have the applications reached?

Do you have a Vulnerable Adults policy? **Yes**

What Quality Marks does your organisation currently hold?
N/A

Outputs and outcomes

What are the main activities or outputs you want to deliver? Please include no more than 5. By activities or outputs we mean the services, products or facilities you plan to deliver. If you plan to deliver work over more than one year you should include activities over the full grant period requested. Try to be specific.

Support over 7,000 Londoners through online peer support over three years.

Support 16-18-year-olds - as bipolar first presents or who have parents who have a diagnosis - through a protected, secure online module incorporating scheduled online chat facilitated by a Youth Officer.

Redevelop and launch our 24-hour moderated anonymous eCommunity for people affected by bipolar - with an integrated mobile application.

Facilitate online discussions, led by specialists in areas such as bipolar in the workplace; mental health and physical exercise; and caring for someone with bipolar.

Consult with service users on eCommunity plans via online surveys and the establishment of a Development Board comprising service users.

What main differences or outcomes do you hope the activities you have described above will achieve? Please include no more than 5. By differences or outcomes we mean the changes, benefits, learning or other effects that result from the work your project would deliver. These might be for individuals, families, communities or the environment.

Help 90% of individuals to better understand bipolar and its impact.

66% of individuals will be better informed to make decisions about their illness.

78% of individuals will feel less alone.

People affected by bipolar feel they have a safe space to learn about the disorder, free from stigma and judgement.

Individuals build confidence by sharing their lived experience of bipolar with others in similar situations.

Do you plan to continue the activity beyond the period for which you are requesting funding? If so, how do you intend to sustain it? If not, what is your exit strategy?

The period includes eCommunity development, bringing the service up-to-date for web users (e.g. making it mobile-friendly). Development cost won't be replicated in future years. Running costs (i.e. moderators' salaries, server space) will continue as long as the service does. We intend to secure future funding by increasing unrestricted income as part of our current strategy and from further grant income.

Who will benefit?

About your beneficiaries

How many people will benefit directly from the grant per year?
2,500

In which Greater London borough(s) or areas of London will your beneficiaries live?

London-wide (100%)

What age group(s) will benefit?

16-24

25-44

45-64

65-74

75 and over

What gender will beneficiaries be?

All

What will the ethnic grouping(s) of the beneficiaries be?

A range of ethnic groups

If **Other** ethnic group, please give details:

What proportion of the beneficiaries will be disabled people?
71-80%

Funding required for the project

What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Total
Full Employment Costs	45,000	68,000	88,000	201,000
Training & Recruitment	5,000	3,000	2,000	10,000
Travel & Subsistence	1,000	1,100	1,200	3,300
Volunteer Expenses	2,000	1,000	1,000	4,000
Communications & Consultation	5,000	5,000	5,000	15,000
eCommunity Platform Development and Maintenance	40,000	10,000	10,000	60,000
IT Support	12,000	8,000	8,000	28,000
Full Cost Recovery (e.g. rent) & Capital Expenditure (e.g. desks)	17,800	19,500	22,000	59,300
Monitoring & Evaluation	1,000	1,000	5,000	7,000
TOTAL:	**128,800**	**116,600**	**142,200**	**387,600**

What income has already been raised?

Source	Year 1	Year 2	Year 3	Total
Bupa UK Foundation	20,000	0	0	20,000
TOTAL:	**20,000**	**0**	**0**	**20,000**

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Total
Eveson Charitable Trust	10,000	0	0	10,000
The Schroder Foundation	3,000	0	0	3,000
MBNA General Foundation	5,000	0	0	5,000
Steel Charitable Trust	10,000	0	0	10,000
TOTAL:	**28,000**	**0**	**0**	**28,000**

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Total
eCommunity Moderator (part-time)	10,000	10,500	11,025	31,525
eCommunity Moderator (part-time) #2	0	10,000	10,500	20,500
eCommunity Moderator (part-time) #3	0	0	10,000	10,000
Information & Support Manager (part-time allocation)	13,355	14,023	14,724	42,102
eCommunity Platform Development and Maintenance	20,000	10,000	10,000	40,000
IT Support	12,000	8,000	8,000	28,000
Full Cost Recovery (e.g. rent) & Capital Expenditure (e.g. desks)	9,000	8,000	10,000	27,000
TOTAL:	**64,355**	**60,523**	**74,249**	**199,127**

Finance details

Please complete using your most recent audited or independently examined accounts.

Financial year ended:	Month: **March**	Year: **2015**

Income received from:	£
Voluntary income	341,843
Activities for generating funds	0
Investment income	1,564
Income from charitable activities	424,012
Other sources	4,805
Total Income:	**772,224**

Expenditure:	£
Charitable activities	693,950
Governance costs	13,639
Cost of generating funds	144,435
Other	0
Total Expenditure:	**852,024**
Net (deficit)/surplus:	**-79,800**
Other Recognised Gains/(Losses):	**0**
Net Movement in Funds:	**-79,800**

Asset position at year end	£
Fixed assets	10,374
Investments	0
Net current assets	561,641
Long-term liabilities	
*Total Assets (A):	**572,015**

Reserves at year end	£
Restricted funds	196,399
Endowment Funds	0
Unrestricted funds	375,616
*Total Reserves (B):	**572,015**

* Please note that total Assets (A) and Total Reserves (B) should be the same.

Statutory funding

For your most recent financial year, what % of your income was from statutory sources?
11-20%

Organisational changes

Describe any significant changes to your structure, financial position or core activities since the date of your most recent accounts:

As part of the Board of Trustees' succession plans, we undertook a successful skills-based Trustee recruitment drive in summer 2015. We were delighted to welcome six new Trustees to the Board of Trustees at the September AGM. At the same meeting, per the charity's governance protocols, two longstanding Trustees resigned from post.

Previous funding received

Please list the funding received by **your** organisation from the following statutory sources **during** the last THREE years.

	2012 £	2013 £	2014 £
City of London (except City Bridge Trust)	0	0	0
London Local Authorities	990	990	0
London Councils	0	0	0
Health Authorities	8,791	9,791	9,791
Central Government departments	87,437	87,437	79,200
Other statutory bodies	0	0	0

Previous grants received

Please list the grants received by your organisation from charitable trusts and foundations (other than City Bridge Trust) during the last THREE years. List source, years and annual amounts. Please include the 5 largest only.

Name of Funder	2012 £	2013 £	2014 £
Mary Kinross Charitable Trust	30,000	35,000	35,000
The Monument Trust	100,000	75,000	50,000
Audrey & Stanley Burton 1960 Charitable TrustThe Peter Carr Trust	50,000	15,000	0
Garfield Weston	0	50,000	0
Big Lottery Fund (Partnership with Mind)	0	0	115,923

Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes   Full Name: **Davinia Batley**

Role within
Organisation: **Fundraising Manager**