

Get Out and Get Active Grant – 2026

Grant Announcement / Request for Proposals (RFP)

Issued by: The Anxiety & Depression Initiative, Inc.

The Anxiety & Depression Initiative, Inc. (the ADI) is pleased to announce the 2026 cycle of the **Get Out and Get Active Grant**, a competitive funding opportunity designed to catalyze high-impact programs that intentionally use physical activity to support mental health.

The ADI's mission centers on advancing physical activity as an accessible, practical mental health support while reducing stigma through education, visibility, and community engagement.

This RFP is a public-facing translation of the ADI's 2026 grant strategy. Applicants are encouraged to read this document carefully and assess alignment before applying.

1. Purpose of the Grant

The Get Out and Get Active Grant supports **practice-based, real-world projects** that:

- Use physical activity as a **deliberate and central tool** to support mental health
- Serve a **clearly defined population**
- Are **ready to execute** within the grant period
- Would not happen without the ADI's support

This grant is intended to further extend the ADI's mission to advance physical activity as an accessible, practical mental health support through other nonprofit organizations.

Who This Grant Is For

This grant is best suited for organizations that already view physical activity as a meaningful mental health support and are prepared to implement that principle through structured, intentional programming. Applicants should be able to clearly articulate why physical activity is central, not incidental, to their proposed approach.

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2. 2026 Funding Overview

- **Maximum Award:** Up to \$10,000
- **Number of Awards:** One (1) grant will be awarded in 2026
- **Funding Type:** Program support (excluding general operating support)
- **Grant Period:** Projects must be completed within the calendar year following the award year, unless an extension is approved

Most funded projects are expected to run for approximately **9–12 months**, depending on project scope and design.

Partial funding is permitted but not preferred. Applicants are required to secure any remaining project costs independently.

3. Eligible Applicants

Eligible applicants must:

- Be a **501(c)(3) nonprofit organization or an accredited academic institution**
- Be **registered and operating in the United States**
- Have sufficient staffing and financial resources to carry out the proposed project

Individuals are not eligible to apply. Organizations that operate under fiscal sponsorships through other nonprofit organizations are not eligible to apply.

Previous recipients of the ADI's grants may apply only if **all prior reporting, compliance, and close-out obligations have been fully satisfied**.

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4. Eligible Project Scope (2026)

Supported Projects

For the 2026 cycle, the ADI will only consider **program implementation projects** that:

- Use physical activity intentionally to support mental health
- Demonstrate readiness for execution
- Deliver direct benefit to a clearly defined population

Required Project Classification

Each applicant must select **one (1) primary project classification**:

1. Startup / Pilot Program - New program that you intend to implement
2. Expansion or Enhancement of an Existing Program - Includes new delivery models, population or geography
3. Equipment or One-Time Resources - Purchases directly tied to measurable program outcomes

Only one primary classification is permitted. This selection shapes review expectations, budget reasonableness, and disbursement structure.

Project Scale

Projects funded through this program are expected to demonstrate scale appropriate to a \$10,000 catalytic award. As a general reference point, this may include:

- Engagement of approximately 50+ participants in a structured program model during the grant period; or
- Implementation of a pilot model with defined replication potential; or
- Deployment of equipment tied to a clearly identified participant cohort with measurable engagement.

Projects significantly below this threshold should clearly justify proportional impact.

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5. Explicit Exclusions (Non-Negotiable)

The following are **not eligible** for funding in 2026:

- Academic or clinical research projects, including projects where research or data generation is the primary objective
- General operating support
- Pure fitness, recreation, or sports programs without explicit mental health intent described as a core program objective
- Mental health programs without an explicit physical activity component that is integral to the program design
- Ongoing programs seeking routine continuation funding without a clear inflection point

Continuation funding is considered only where support from the ADI enables a clear expansion, transformation, or catalytic shift in impact.

What Will Not Be Funded (Even If It's a Good Idea/Proposal)

The ADI acknowledges that many strong programs advance mental health broadly. However, the following will not be funded:

- Counseling, therapy, or peer support programs where physical activity is not integral
- Wellness or self-care initiatives where movement is optional or peripheral
- Mental health awareness campaigns without a clear physical activity linkage
- Programs primarily focused on physical health, recreation, or social connection without a defined mental health objective
- Awareness campaigns without direct participant engagement

Applicants whose proposals fall into these categories are strongly encouraged not to apply.

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6. Target Population & Access Expectations

Applicants must identify **one primary target population**.

Priority populations include:

- Individuals living with anxiety, depression, or other mental health disorders
- Underserved or high-risk communities
- Youth, older adults, or other clearly defined groups

Projects attempting to serve “everyone” without prioritization will be viewed as misaligned.

Participant Fees

The applying nonprofit is permitted to charge limited participant fees for their services only if:

- The fees for the proposed program are de minimis in nature and do not impede access for most individuals
- Clear accommodations exist for low-income participants
- No individual is excluded due to inability to pay

Access and equity are evaluated as part of project integrity and feasibility.

7. Application Process Overview

The ADI uses a **two-phase application process**.

Phase 1: Grant Concept Note (Required)

The Grant Concept Note is intentionally designed as a **high-bar screening mechanism**, not a mini full proposal.

- Short, structured submission
- Used to screen for **eligibility, alignment, and execution readiness**
- Only the strongest, best-aligned applicants advance

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A **strong Concept Note** clearly demonstrates:

- Explicit mental health intent, with **physical activity positioned as a core mechanism** (not a side activity)
- One clearly defined primary target population, with a credible description of need
- A concrete program idea that is sufficiently developed to assess feasibility
- Organizational readiness to execute the project within the grant period

Concept Notes that are vague, aspirational, overly conceptual, or that defer key decisions to the full proposal stage are unlikely to advance.

Phase 2: Full Proposal (Invitation-Only)

- A maximum of **20 applicants** will be invited to submit a full proposal
- Includes a Proposal Cover Form, detailed narrative, budget, and supporting materials
- Proposals are evaluated using a structured scoring rubric

Finalists (typically 3–4) will be invited to interviews prior to final selection to make a case for their project.

8. Review & Selection Criteria

Proposals are evaluated holistically, with emphasis on:

- Alignment with the ADI's mission
- Clear and appropriate target population
- Feasibility and readiness for execution
- Impact potential and sustainability beyond the grant period
- Accountability, evaluation, and disciplined use of funds

Projects that lack explicit mental health intent or treat physical activity as incidental will be disqualified.

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9. Funding Use & Restrictions

Grant funds may **not** be used for:

- Employee salaries or wages
- General overhead or administrative expenses
- Capital construction or major renovations
- Indirect costs
- Political, lobbying, or religious activities
- Food, entertainment, or unrelated personal expenses
- Any expenses not directly tied to the project

All funds must be used in accordance with the approved project budget and grant agreement executed prior to disbursement. All project costs, including those funded by sources other than the ADI, must be reasonable, substantiated, and consistent with the approved project scope. Artificial or inflated costs may result in disqualification.

Disbursement Structure

- Equipment / one-time resource projects: 100% disbursed upon execution of the grant agreement.
 - Program implementation projects: 60% disbursed upon execution; 40% released upon submission of a midpoint report and documented expenditure consistent with the approved budget.
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10. Reporting & Accountability

Funded organizations are required to:

- Submit a midpoint check-in report
- Submit a final report documenting activities, outcomes, and use of funds
- Provide updates and impact materials (e.g., photos, testimonials, summaries) suitable for public sharing throughout the duration of the project implementation.

Funded organizations are also expected to **acknowledge the ADI's support** in project-related communications, consistent with the terms outlined in the grant agreement.

Accountability and reporting are non-negotiable conditions of funding.

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11. High-Level Timeline (2026 Cycle)

The following timeline reflects the ADI's current target date planning assumptions. Dates are approximate and may be adjusted to preserve review integrity and applicant fairness.

- **RFP Launch:** March 2026 (target)
- **Concept Note Submission Window:** Approximately 6 weeks
- **Concept Notes Due:** Spring 2026
- **Concept Note Review & Screening:** Conducted following the Concept Note deadline
- **Full Proposal Invitations Issued:** Early summer 2026
- **Full Proposal Development Window (Invitation Only):** 4-6 weeks
- **Full Proposals Due:** Mid-summer 2026
- **Finalist Interviews:** Fall 2026
- **Award Notification:** By November 1, 2026
- **Award Disbursement:** Before December 31, 2026
- **Project Completion:** Before December 31, 2027

The ADI reserves the right to adjust timelines as needed to ensure a fair, rigorous, and manageable review process.

12. Additional Information

Applicants should review all related guidance documents carefully. Questions not addressed in the RFP may be covered in the Proposal FAQs.

For additional questions, please contact: **Grants@TheADI.org**

The ADI reserves the right to modify or withdraw this RFP at any time and to make funding decisions at its sole discretion.