

Name of Organization leading the project/looking for funding: NEW Mental Health Connection
Assigned Application Number: 5

Project Information as Sorted by Citizen Panel as of 9/5/2023

R/Y/G and original Application number: 5

Request from: NEW Mental Health Connection

Type of project: Updates to technology and website content updates?

General Scope of Project: New, innovative features to Service Directory

Project Lead: Organization

Primary location: N/A

of individuals served by project: We anticipate over 100,000 visits to the website in 2023.

Areas served: City of Oshkosh and Winnebago County are our biggest users (72%) in 2023, as identified by IP address.

Lasting impact: Locally, we have been able to see the increase in community need reflected in the usage of our web-based, mental health and substance use service navigation tool, called www.MyConnectionNEW.org. This is not a new service in the community, but its usage and need have skyrocketed during and in the wake of the pandemic. There are an average of 48 visits per day to the Men's Self-Care Toolkit, and over 560 people have watched stories related to mental health issues among men. The crisis services page was accessed over 1500 times in 2020, and that has been steadily increasing to double that in 2023.

Completion Date: N/A

Project Stage: Ready to implement

Project Cost: \$180,000.00

Requested Amount: 90,000

Other Funding: 2023 – This project is currently jointly funded by ARPA funding through the City of Appleton and Outagamie County, two separate project grants through the Advancing a Healthier Wisconsin Endowment at the Medical College of Wisconsin, and ThedaCare Communi

Is full Amt Required: We will be unable to make the quality, content and user improvements without this funding. We will be able to fund the maintenance fee and keep the website functioning as is.

Other Govt. Funding: Only ARPA - City of Appleton
We received ARPA funds to support website quality improvement efforts and the development of the We Heart You App from Outagamie County in 2021 and City of Appleton in 2022.

Portion funded by local, state or federal government funding:
none other than City of Appleton ARPA funding.

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Winnebago County Health Department serves as a passthrough for grant funding on behalf of the NEW Mental Health Connection, but we have never received funding from Winnebago County.

Other ARPA Funds: Our first government funding in our history was COVID Recovery Funds (ARPA) accessed through the City of Appleton and Outagamie County's ARPA funding processes in the last two years.

Ongoing Maint: N/A

Increase to Operational budget: No

Legacy: Long-term impact

One-time funding: Undetermined?

Some funds are for maintenance fees-does this qualify?

Geographic service area: Winn. Co.

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Notes: Need clarification: what is the specific project within the organization that NEW MH is requesting to fund with Spirit funds? Is this to cover the costs of identified updates that are needed for a specific purpose/to add a specific function that is missin

GOVT: Debt Avoidance: N/A

Sustainability focused: N/A

ER Response: N/A

Water Quality: N/A

Quality of Life: N/A

Funding to assist private investor: N/A