



2016 HEALTHY AGING GRANT OPPORTUNITY

A. MICHIGAN HEALTH ENDOWMENT FUND OVERVIEW

The Michigan Health Endowment Fund was established to improve the health of Michigan residents and reduce the cost of health care with special emphasis on the health and wellness of children and seniors. The Fund was created through the passage of Public Act 4 of 2013, which authorized certain changes to how Blue Cross Blue Shield of Michigan (BCBSM) operates in the state.

MISSION

To improve the health of Michigan residents, with special emphasis on the health and wellness of children and seniors, while reducing the cost of health care.

VISION

To have a significant and measurable impact on improving the health of Michigan residents.

GUIDING PRINCIPLES

- We emphasize efforts that are likely to achieve long-term impact with measurable outcomes.
- We work in collaboration with public and private funders and other potential partners.
- We seek input and feedback in ways that are both responsive and proactive to inform our efforts, and to address issues and needs facing communities we serve (geographic communities and/or communities of interest).
- We are open to innovative approaches and take strategic risks with our resources.
- We aim to serve as a catalyst for change, problem-solver, and thought leader, and seek to address underlying social and root causes of poor health.
- We seek to empower individuals and communities to take an active role in creating a culture of health.
- We demonstrate leadership as an informed convener and educator to help raise awareness and understanding of important health issues and effective approaches.
- We exercise responsible stewardship.

GRANTMAKING APPROACHES

MHEF is dedicated to making a meaningful impact on the health and wellness of Michigan's children and seniors. To achieve this impact, the Fund has adopted a hybrid strategy that incorporates both responsive grantmaking and proactive initiatives. This grant round focuses on one of our proactive initiatives: Healthy Aging. To learn more about our responsive grant strategy, please visit our website at www.mhealthfund.com.

PROACTIVE INITIATIVES

The MHEF Board has identified three issues of critical need where the fund could make a significant difference, and adopted these issues as the cornerstone of the Fund's proactive initiatives. These issue areas include 1) behavioral health, with emphasis on children and seniors, 2) healthy aging, and 3) nutrition and healthy lifestyles, focusing on children.

In addition to the three issue areas, the MHEF Board has identified two cross-cutting goals which should be incorporated into proactive grantmaking.

1. Build, extend, and strengthen workforce capacity through:
 - Training and development for clinicians, program staff, and informal caregivers; and
 - Innovative and cost-effective approaches to improve the physical and mental health of children and seniors in Michigan.
2. Develop and expand innovative and cost-effective integration models that coordinate care, services, and community resources in ways that promote the health of children and seniors in Michigan.

B. HEALTHY AGING PROGRAM OVERVIEW

Our population is aging. By 2030, one-in-four Michiganders will be over the age of 60, and the fastest growing age demographic is women over the age of 85. And while people are living longer, more than 40 percent of older adults are overweight, 80 percent have at least one chronic condition, and nearly half of all individuals over age 85 have some form of dementia.

It is important that older adults are provided every opportunity to maintain—or regain—their independence so they can live the life they choose. While a strong network of aging programs exists, there is a need to better integrate services into the broader healthcare landscape. In addition, current service delivery systems are not equipped for an ever-increasing number of older adults.

The aim of this proactive healthy aging initiative is to improve access and availability of integrated, comprehensive services for older adults that are delivered in a person-centered way. In order to achieve these improvements, the Michigan Health Endowment Fund seeks to support strategies and service delivery models that integrate aging services into other health systems; develop innovative approaches through technology or nontraditional partnerships; increase access to preventative services; and promote healthy behaviors and achieve health outcomes.

The Fund is seeking proposals from qualifying non-profit organizations and public agencies that support a number of categories including:

- Implementation of innovative service delivery models that are evidence based, emerging, or promising practices. This could include a pilot program in a targeted region.
- Development of long-term supports and services (LTSS) system reform efforts that streamline access to care.
- Expansion of models that support integration of aging services and primary care including integration at the point of care, sharing of health information, and cross-training of providers.
- Proposals that utilize technology to improve access or quality of care.
- Innovative ways to improve health outcomes and promote independence.
- Strategies to support caregivers, particularly individuals caring for someone with a cognitive impairment.
- New strategies to address workforce challenges.

The Fund expects that all funded projects will be based on the principles of inclusion, and freedom of choice.

IN ORDER TO BE CONSIDERED FOR A GRANT, A PROPOSAL MUST:

- Clearly describe the proposed activities and what specifically the grant funds would be used for, especially if other funding will support the proposed initiative.
- Identify a clear path to long-term sustainability. Applicants must demonstrate how the grant activities would be sustained outside the grant period. This could include strategies that seek to inform public policy.
- Support new or enhanced programs or strategies. Proposals will not be considered if funds would be used to maintain an existing program, or used solely to fill a budget gap for current services.
- Incorporate at least one of the [two cross-cutting goals](#) established by the MHEF Board.
- Fit most or all of the criteria identified under [Section D. Use of Funds](#).
- See *Eligibility* section for more requirements.

2016 HEALTHY AGING GRANT TIMELINE	
June 17, 2016	MHEF Grant Portal opened for applicants
August 15, 2016	Applications Due by 5 p.m.
November 2, 2016	Awards Announced
November 2-9, 2016	Grants Processed
December 1, 2016	Grantee Program Implementation Begins

C. ELIGIBILITY

To be eligible to apply for a grant under this program, a nonprofit organization must:

- Be recognized by the Internal Revenue Service as a nonprofit organization,
- Be based in Michigan,
- Have a current certified financial audit, and
- Have at least 1 FTE.

Local units of government and the State of Michigan are also eligible to apply.

D. USE OF FUNDS

PROPOSALS THAT FIT MOST OR ALL OF THE FOLLOWING CRITERIA WILL BE GIVEN PREFERENCE:

- Have strong potential to achieve significant long-term impact by implementing effective models or supporting needed innovation;
- Incorporate viable plans for long-term sustainability;
- Aim to improve health outcomes and reduce health care costs;
- Offer opportunities for collaboration and other forms of leverage;
- Address underlying social and root causes of poor health;
- Focus on groups, populations, or communities that face disproportionate barriers to improved health;
- Support person-centered care and engage and empower individuals and communities to take an active role in creating a culture of health;
- Provide opportunities for learning and knowledge dissemination; and
- Offer opportunities to inform public policy.

THE FOLLOWING ARE EXCLUDED FROM FUNDING CONSIDERATION:

- Health-related emergencies (though MHEF might in some situations consider support to address longer-term rebuilding or other needs following emergency situations);
- Clinical research;
- Capital projects (very few exceptions will be considered);
- Ongoing program operations and staffing;

- Loans;
- Litigation;
- Lobbying activities; and
- Organizations that discriminate because of age, race, ethnic origin, religion, sexual orientation, disability or gender

E. GRANT SIZE

MHEF expects to award grants ranging from a minimum of \$200,000 to a maximum of \$500,000. An organization may not apply for a grant that is larger than 20% of its annual operating budget.

You may apply for a one or two-year grant, but the total request is limited to \$500,000. Please be sure to clearly identify your funding requests per year in your proposal.

MHEF expects the Healthy Aging Grant program to be very competitive. The Fund anticipates awarding 8-12 grants in this program with an average grant size of \$400,000.

F. EVALUATION CRITERIA

MHEF will use the following criteria in evaluating applications:

- The extent to which the proposed project fits the mission, strategies, and goals of the Michigan Health Endowment Fund;
- The potential for the proposed project to have a measurable impact in improving health;
- The ability of the proposed project to address an unmet need;
- The potential for the project to be sustainable after the end of the grant period, if appropriate;
- The applicant's demonstration of collaboration including leveraging of other resources; and
- The potential for replication in other settings, including opportunities for learning, knowledge dissemination, and to inform public policy.

All grant decisions are the sole responsibility of the MHEF Board of Directors.

MHEF expects these will be one-year grants which may be renewable for up to one additional year, based on the project type and progress toward annual goals.

G. REQUIREMENTS

Applicants must agree to:

- Identify the Michigan Health Endowment Fund as the source of funding in any program communications;

- Set specific outcomes for the proposed program, monitor progress toward achieving expected outcomes, and report progress on a regular basis to MHEF;
- Participate in any data collection and evaluation activities conducted by MHEF and its contractors; and
- Participate in grantee gatherings and other activities that support dissemination of knowledge.

H. APPLICATION PROCESS

Applications must be submitted electronically through the MHEF website using the MHEF Grant Portal – click [here](#).

We highly recommend using Google Chrome to log into the portal. Applicants will be required to [create an account](#). It may take 48-72 hours for your account to be approved. Once approved, you will receive login credentials via email.

Once you have an account with Fluxx, please login and select “Home Page.” Then, scroll down to “New Application.” All application questions are listed within the RFP.

While the online Fluxx grant management system does not have a word limit function, we respectfully request that applicants keep the total narrative within the equivalent of 12 pages (for example, if the narrative were in Word, using standard 12-point type and one inch margins).

Please be sure to clearly describe proposed activities and what specifically the grant funds would be used for, especially if other funding will support the proposed initiative.

Proposals must be received by 5:00PM on Monday, August 15, 2016.

APPLICANTS WILL BE ASKED TO PROVIDE THE FOLLOWING INFORMATION:

1. Description of the community or region intended to be served and the demographics of the population, including the number of individuals who will be impacted;
2. Documentation of the defined needs within the target population;
3. Description of how and with whom the organization will collaborate on this specific project;
4. Description of the specific activities proposed and how the activities will impact health status including a project plan with measurable objectives, key activities, and timeframes;
5. Description of the short and long-term impacts of the proposal and how these impacts will be measured;
6. Description of how the proposed activities will be sustained after the grant period;

7. A budget that describes costs by category including staffing, supplies, travel, contracts, administration, etc. as well as in-kind support and any other program revenue;
8. Summary of the applicant organization's history and experience addressing health issues;
9. Cover letter signed by the President of the applying organization;
10. Copy of the current IRS determination letter indicating 501(C)(3) tax-exempt status;
11. List of Board of Directors with affiliations;
12. Organization's current annual operating budget, including expenses and revenue;
13. Organization's most recent annual financial audit; and
14. Organizational chart, including board and staff.

FURTHER QUESTIONS

For more information, a [Frequently Asked Questions](#) page has been developed. We encourage you to read this document and to check back periodically.

If you have further questions after reading the FAQs, please contact MHEF staff at info@mhealthfund.com or by phone by calling (517) 374-0031.