



2017 NUTRITION AND HEALTHY LIFESTYLES 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

The Health Fund 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: Nutrition and Healthy Lifestyles, with an emphasis on children. To learn more about our responsive grant strategy, please visit our website at www.mhealthfund.com.

PROACTIVE INITIATIVES

The Health Fund 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 Health Fund 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. NUTRITION AND HEALTHY LIFESTYLES PROGRAM OVERVIEW

Lack of physical activity, poor nutrition, and childhood obesity are major concerns in communities throughout Michigan and across the United States. Childhood obesity rates have more than tripled in the past 30 years and the World Health Organization has referred to childhood obesity as “one of the most serious public health challenges of the 21st century.”

Additionally, while Michigan is the second most agriculturally diverse state in the nation, more and more Michigan residents—including a significant number of children—live in lower-income and/or rural communities with limited access to the fruits and vegetables they need to ensure good health and nutrition.

Lack of access to affordable and nutritious food has serious implications for the health of our children and families and, combined with the lack of opportunities for wellness and physical

fitness programs, the number of adults and children who experience health issues as a result will continue to grow.

The aim of this Nutrition and Healthy Lifestyles proactive grant program is to identify and support projects that are innovative and directly linked to food, health and wellness. Priority will be given to projects that have an emphasis on children. The fund recognizes that family involvement is a key component to healthy behavior change and is interested in projects that adopt a multigenerational approach to addressing children's needs.

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

- Implementation of innovative models for nutrition, physical fitness, or other types of wellness programs in a school, community, or organizational (nonprofit) setting that are evidence based, emerging, or promising practices. This could include a pilot program in a targeted region.
- Expansion or replication of successful food access projects that take innovative approaches to current food access and food security issues.
- Wellness or fitness programs that engage individuals or populations that may not otherwise be able or inclined to participate.
- Innovative projects that incorporate nutrition and wellness into broader life or career skills development that can lead to improved health and financial stability for the target population of children and/or adolescents.
- Proposals that utilize technology in new or expanded ways to improve food access or enhancement of wellness and fitness.
- Innovative ways to improve health outcomes and healthy behaviors in children.

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 Health Fund Board.
- Fit most or all of the criteria identified under [Section D. Use of Funds.](#)
- See *Eligibility* section for more requirements.

2017 NUTRITION AND HEALTHY LIFESTYLES GRANT TIMELINE	
September 16, 2016	The Health Fund Grant Portal opened for applicants
October 28, 2016	Concept Papers due by 5 p.m. (optional)
November 11, 2016	Applications due by 5p.m.
March 2017	Awards Announced
April 2017	Grants Processed

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 without duplicating current funding mechanisms;
- 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;
- 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 the Health Fund 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

The Health Fund 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.

No more than 10% of the total grant budget may be allocated to indirect/administrative costs.

The Health Fund 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. Applicants who intend to apply for a second year of funding should note this in the grant proposal.

The Health Fund expects the Nutrition and Healthy Lifestyles 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

The Health Fund 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 Health Fund Board of Directors.

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 the Health Fund;
- Participate in any data collection and evaluation activities conducted by the Health Fund 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 Health Fund website using the Health Fund 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.

The Health Fund welcomes concept paper submissions of up to 2 pages, including a draft budget, for review and feedback prior to grant submission. Concept papers should be sent to Laurie@mhealthfund.com and must be submitted by 5:00 p.m. on October 28, 2016. **Full Proposals must be received by 5:00PM on Friday November 11, 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 the Health Fund staff at info@mhealthfund.com or by phone by calling (517) 374-0031.