



MICHIGAN HEALTH

ENDOWMENT FUND

2019 Nutrition and Healthy Lifestyles

RFP Overview

February 14, 2019

Welcome!

- This webinar is being recorded and will be available on our website.
- Your line is muted – this helps us reduce background noise!
- If you have questions, concerns, or issues with *webinar logistics* please use the **Chat Box** in Zoom - it is being monitored!
- If you have questions about the *RFP*, we will address them at the end of the webinar.
- However, submit questions at any point via the **Q&A Box** in Zoom.



Webinar Overview

- Welcome and introduction of the Health Fund squad
- Brief overview of 2019 Nutrition and Healthy Lifestyles RFP
- Overview of concept paper process and RFP timeline
- Other helpful tips
- Remember: We will respond to any questions received via the Zoom **Q&A Box**



Health Fund Squad

Laurie



Solotorow

Senior Program Officer

Megan



Murphy

Program Officer

Rory



Neuner

Evaluation Officer

Genevieve



Otis

Program Assistant



2019 Nutrition and Healthy Lifestyles

The Nutrition and Healthy Lifestyles program is committed to improving health outcomes for Michiganders by reducing the barriers to living a healthy life.

We support programs that:

- Bring nutrition and physical activity into schools,
- Create fresh food pipelines, and
- Make healthy lifestyles more accessible to seniors, children, and their families.



2019 Nutrition and Healthy Lifestyles

The Health Fund will prioritize projects that address the following:

- Implementation of innovative models for nutrition, physical fitness, or other wellness programs in a school or community setting.
- Place-based planning and implementation grants with a particular focus on nutrition, food access and security, and wellness.
- “Food as Medicine” programs that focus on access and nutrition as a means to manage or prevent chronic health conditions.
- Projects specific to nutrition and/or food access, equity, or security that could influence policy change.

Poll

If you plan to submit a proposal, what will your project focus on?

- A) School Based
- B) Place Based
- C) Food as Medicine
- D) Policy
- E) Other



Basic Information

- Grant amount:** Up to \$500,000
- Time period:** Up to two-year grants
- Applicants:** Nonprofit and governmental agencies
- Due:** April 10, 2019
- Full RFP:** www.mihealthfund.org/



Concept Papers

No more than two single-spaced pages (Word or PDF).

Please include the following sections in this order:

- Project title and organization name
- Brief overview of the initiative, including proposed impact Key collaborative partners, if any
- If your project addresses either of the Health Fund's crosscutting goals
- Information about potential sustainability
- Estimated budget

XYZ Project by ZYX Organization

This program is going to be an amazing benefit to the community because we're going to make sure older adults and kids are healthier by delivering healthy food and doing some intergenerational cooking classes across 18 locations in the Upper Peninsula. This fits ZXY Organization's mission to provide better access to healthy foods to our community and coordinate with organizations across the UP.

We will work with ABC organization and DEF organization. They'll be providing bus rides and cooking classes.

This program will target workforce development.

The project will develop a revenue stream through the sale of seeds and garden tools.

The project will cost about \$420,000. This will cover \$90,000 in salary/fringe, \$110,000 in supplies, \$20,000 in marketing, \$50,000 in evaluation, and \$12,000 in travel, and \$38,000 in indirect costs.

Timeline and Process



Key Dates:

Concept Papers Due (optional): February 25, 2019

Full Proposals Due: April 10, 2019

Awards Made: August 14, 2019

You must register in our online grants portal (<https://mhcf.fluxx.io>) to submit an application.

Please use Google Chrome.



Helpful Tips

- Clearly identify the issue you will be addressing.
- Consider including a logic model or theory of change.
- Collaboration is key.
- Health outcomes matter.
- The why and how of evaluation.
- Present a potential path for sustainability.



Evaluation at the Health Fund

- We're focused on learning and impact, not monitoring.
- We value multiple approaches to evaluation.
- We value storytelling.
- We're here to help!





Evaluation Tips

1: Outputs *and* outcomes matter!

Output: “15 community residents showed up to our training session.”

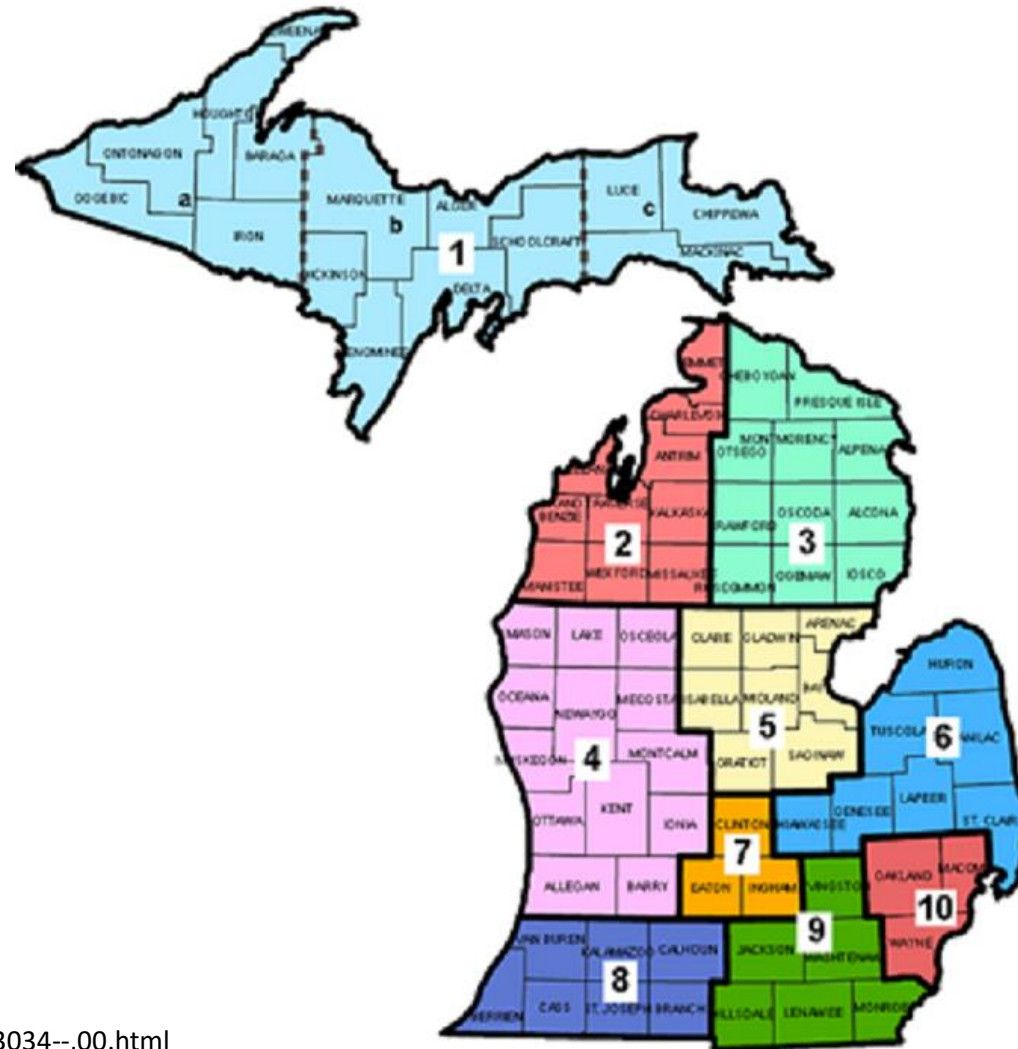
Outcome: “85% of residents in attendance indicated that they learned something new that they will apply to their work.”

2: Tell us how you’ll know you were successful.

Evaluation is simply about how you know what you’re doing is working.

Where in the state does your organization focus your work?

- 1 = Upper Peninsula
- 2 = Northwestern Lower
- 3 = Northeastern Lower
- 4 = West Michigan
- 5 = Mid-Michigan
- 6 = Eastern Michigan
- 7 = Central Michigan
- 8 = Southwestern Michigan
- 9 = Southeastern Michigan
- 10 = Detroit Area



Questions?

- Select the Q&A icon on your screen and type your question.
- Please don't pitch your specific ideas—submit a concept paper!
- We will answer as many questions as time allows.
- We will send out an FAQ with responses to the questions we don't have time to answer.
- More info can be found on our website!

www.mihealthfund.org

Who should I contact if I have more questions?

- Genevieve Otis (genevieve@mihealthfund.org): Concept paper submission, general grants portal questions, dates, process, etc.
- Laurie Solotorow (laurie@mihealthfund.org) or Megan Murphy (megan@mihealthfund.org): Specific organizational or project questions
- Rory Neuner (rory@mihealthfund.org): Evaluation questions