

MICHIGAN HEALTH ENDOWMENT FUND

2019 NUTRITION AND HEALTHY LIFESTYLES INITIATIVE

A. PROGRAM OVERVIEW

Michigan boasts one of the most agriculturally diverse economies in the country, yet our rate of food insecurity is higher than the national average. Poor nutrition and a lack of physical activity contribute to the prevalence of childhood obesity, which can in turn lead to a host of chronic health issues and other challenges, from diabetes to poor academic performance. Moreover, low-income communities are often disproportionately affected, leaving too many already disadvantaged young people even further behind.

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 TIMELINE

February 7, 2019	Grantee portal opened for applicants
February 14, 2019	Informational webinar @ 10:00 a.m.
February 25, 2019	Concept papers* due by 5 p.m. (strongly encouraged)
April 10, 2019	Applications Due by 5 p.m.
August 14, 2019	Awards Announced
August 16, 2019	Grants Processed

**More information about concept papers can be found in Section D of this RFP and on our website.*

The 2019 Nutrition and Healthy Lifestyles Initiative will support innovative projects directly linked to nutrition education; food access, security and equity; and health and wellness. Priority will be given to projects that have an emphasis on children or older adults, but the Health Fund recognizes that family involvement is a key component to healthy behavior change.

The Health Fund is accepting proposals that address the following:

- Implementation of innovative models for nutrition, physical fitness, or other wellness programs in a school or community setting that are evidence-based, emerging, or promising practices. This could include a pilot program in a targeted region.
- Place-based planning and implementation grants with a particular focus on nutrition, food access and security, or wellness.
- “Food as Medicine” programs that focus on access and nutrition as a means to manage or prevent chronic health conditions. These can include Prescription for Health, culinary medicine or other projects that connect nutrition and healthy eating to healthcare providers.
- Projects specific to nutrition and/or food access, equity, or security that could influence policy change.

CROSS-CUTTING GOALS

The Health Fund has identified two cross-cutting goals to improve health in Michigan. While these two goals are important to the work of the Health Fund, projects that are not able to address them will still be considered.

WORKFORCE DEVELOPMENT The Health Fund is interested in new approaches to building and strengthening the health workforce. Projects addressing this goal must include workforce development as part of a nutritional or health-based project; those that solely focus on training individuals for a health-related career will not be considered.

INTEGRATION The Health Fund is interested in models that systematically integrate nutrition services, medical care providers, and other nontraditional partners to meet a person’s health needs, no matter where they seek care.

MEASURABLE HEALTH OUTCOMES

To be considered for funding, all proposals must identify basic evaluation plans including **measurable health outcomes**, with the understanding that all health outcomes may not be achieved within the grant period. These outcomes are specific to your program or project and, if addressing one of the Health Fund's cross-cutting goals, should be related to either workforce development or integration. Applicants should be prepared to answer the following questions:

- What are the intended outcomes or impacts of your proposed initiative?
- How do the proposed activities support achieving the intended short- and long-term outcomes, and overall impact(s)?
- How will project outputs, outcomes, and impact(s) be measured? If possible, include the data source.
- If addressing one or both of the Health Fund's cross-cutting goals, how will the project impact that goal?

All proposals are required to submit a document outlining a proposed project evaluation approach. This document should not exceed 3 pages in length. This evaluation approach could be a logic model or a theory of change, or another format. The document should describe the relationship between project activities, outputs, short- and long-term outcomes, and overall impact(s). [Click here to learn about our evaluation approach and view sample documents.](#)

The Health Fund is also interested in initiatives that may reduce the cost of healthcare. If applicable, applicants will be asked to explain if the initiative leads to any potential or actual healthcare cost savings.

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

RESOURCES THAT MAY BE OF ASSISTANCE TO APPLICANTS

The following resources might be useful tools to consider as you develop a proposal. This is not an exhaustive list and is intended as a sample:

- [Example Evaluation Tools](#)
- [Kids Count](#)
- [Self Sufficiency Standard for Michigan](#)
- [The ALICE Project](#)
- [Prescription for Health Implementation Guide](#)

- [Michigan Good Food Charter](#)
- [Food Access in Michigan Project \(FAIM\)](#)
- [What Is Culinary Medicine and What Does It Do?](#)
- [Michigan County Health Rankings](#)
- [Michigan Model](#)
- [Whole School, Whole Child, Whole Community \(WSCC\) Model](#)
- [Project Healthy Schools](#)

B. ELIGIBILITY AND CRITERIA

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.

TO BE CONSIDERED FOR A GRANT, A PROPOSAL MUST:

- **Support new or enhanced programs or strategies.** Proposals will not be considered if funds would be used to maintain an existing program or solely to fill a budget gap for current services.
- **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.
- **Potential for replication or broad reaching impact.** Proposals will not be considered if the initiative only impacts one organization or one program and does not have the ability to be replicated or broadened to impact larger systems.

THE FOLLOWING ARE EXCLUDED FROM FUNDING CONSIDERATION:

- Health-related emergencies (the Health Fund may consider providing support that addresses longer-term rebuilding or other needs following emergency situations)
- Clinical research
- Capital projects
- Ongoing program operations and staffing
- Loans
- Litigation
- Lobbying activities
- Organizations that discriminate because of age, race, ethnic origin, religion, sexual orientation, disability or gender

PROPOSAL REVIEW CRITERIA:

The Health Fund will use the following criteria in reviewing proposals:

- Alignment with the Health Fund’s **mission, strategies, and goals and focus on improving the health of Michigan children and/or seniors.**
- Potential to achieve significant **long-term impact** by implementing effective models or supporting needed innovation
- **Clear outcomes** and the potential to have a **measurable impact** on improving health
- Ability to address an **unmet need** and focus on populations that face disproportionate barriers to improved health
- Potential to be **sustainable** after the end of the grant period
- Demonstration of **collaboration** including leveraging of other resources
- Potential for **replication** in other settings, including opportunities to learn, **disseminate knowledge**, and inform **public policy**

The Health Fund Board of Directors has sole responsibility for all grant decisions.

HELPFUL TIPS:

Clearly identify the issue you will be addressing. You will be asked to submit a two sentence “elevator pitch” describing the key issues your initiative will address. Limit the use of buzzwords and jargon in favor of plain language that accurately describes your intended impact.

Consider including a logic model or theory of change. These tools not only help our reviewers better understand how the project connects to the intended outcomes, but also help applicants better visualize project logistics and potential impact.

Collaboration is key. Community level change happens in many ways, but some of the most effective programs involve multiple community stakeholders.

Health outcomes matter. We will be looking for proposals that have strategies in place to address specific health outcomes for children and seniors.

The why and how of evaluation. While we understand that you may not have everything firmly set, funding will be awarded to projects with robust evaluation plans with a strong sense of how to measure program goals.

Present a potential path for sustainability. The Health Fund hopes all grantee projects will continue after the end of the grant period so that new services that individuals come to depend on don’t suddenly disappear.

C. GRANT AMOUNT

The Health Fund expects to award grants up to \$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.

You may apply for a one or two-year grant, but the total request cannot exceed \$500,000. Please be sure to clearly identify your funding requests per year in your proposal.

The Health Fund anticipates awarding a total of \$7,000,000 for this grant round.

D. APPLICATION PROCESS

CONCEPT PAPERS

The Health Fund strongly encourages concept paper submissions of up to two single-spaced pages in Word or as a PDF for review and feedback prior to submission. While not required, previous applicants have stated this process was very helpful in development of a full proposal.

The concept paper should include the following sections in this order:

- Project title and organization name
- Brief overview of the initiative, including proposed impact (Note: please include a sentence or two about the organization's mission.)
- Key collaborative partners, if any
- Information specific to either of the Health Fund's crosscutting goals (workforce development or integration as described in Section A)
- Plan(s) for potential sustainability
- Estimated budget (Note: a detailed budget breakdown is not required. However, please include an overview of what the budget would cover.)

Concept papers should be sent to genevieve@mihealthfund.org and **must be submitted any time before 5:00 p.m. on February 25, 2019**. We expect to receive a large number of concept papers and will respond as quickly as possible in the order they are received.

Concept papers received after the deadline will not be reviewed.

APPLICATIONS

Applications must be submitted electronically through the Health Fund website using the Grantee Portal. [CLICK HERE TO VISIT THE GRANTEE PORTAL.](#)

Note: **The portal requires you to use Google Chrome.**

Applicants will first be required to create an account. It may take 48 hours for your account to be approved. Once approved you will receive login credentials via email.

While the grantee portal does not have a word limit function, we require applicants to keep the total narrative within the equivalent of 10 pages using standard 12-point type and one-inch margins. Please note: the work plan does not count toward the 10-page limit.

Full Proposals must be received by **5:00 p.m. on April 10, 2019. Proposals received after the deadline will not be considered.**

E. MORE INFORMATION AND FURTHER QUESTIONS

The Michigan Health Endowment Fund works to improve the health and wellness of Michigan residents and reduce the cost of healthcare, with a special focus on children and seniors.

To register for the information webinar on February 14 at 10:00am , [please click here.](#) If you are not able to attend, a recording will be available to view [on our website.](#)

For helpful tips and additional information please see the [Nutrition and Healthy Lifestyles program page.](#) Please visit the [grants portal](#) to view the application questions and required documents.

For more information on our grantmaking, view our [Frequently Asked Questions.](#) If you have further questions, please contact the Health Fund staff at info@mihealthfund.org or by phone by calling (517) 374-0031.