



2017 COMMUNITY HEALTH IMPACT RESPONSIVE GRANT PROGRAM

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 Health 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 Health Fund has adopted a hybrid strategy that incorporates both responsive grantmaking and proactive initiatives. This grant round focuses on one of our responsive initiatives: Community Health Impact. To learn more about our grantmaking strategy, please visit our website at www.mhealthfund.com.

PROACTIVE INITIATIVES

The Health Fund Board has identified three issue of critical need where we could make a significant difference and adopted these issues as the cornerstone of the Health 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.

RESPONSIVE GRANTMAKING

The intention of the Health Fund’s responsive grantmaking is to allow for meaningful investment in promising endeavors that align with our mission and guiding principles and that fall outside the scope of our proactive issue areas. Resources budgeted for responsive grantmaking will enable the Health Fund to respond to important community needs where one-time grants could leverage long-term impact, and to be opportunistic in responding to important health issues within Michigan.

B. RESPONSIVE GRANT PROGRAM OVERVIEW – COMMUNITY HEALTH IMPACT GRANTS

Community Health Impact grants are available to qualifying non-profit organizations and public agencies that serve residents of Michigan. The intention of the Health Fund’s responsive grantmaking is to allow for meaningful investment in projects that will have an impact on community health and wellness, and are smaller in scale and complexity than projects that address our proactive initiatives.

All responsive grants will align with the Health Fund’s overall mission and must address at least one of the following eight areas:



Infant
Mortality



Health
Services for
foster &
adopted
children



Wellness &
Fitness
Programs



Access to
Healthy
Food



Mental
Health
Services



Technology
Enhancements



Health-related
Transportation
Services



Foodborne
Illness
Prevention

Applications for projects under the Community Health Impact responsive grant program will ideally be community-based in scope and:

- Present innovative ideas and approaches for improving the health of a targeted community or population;
- Demonstrate meaningful improvements in specified health measures,
- Have a long term impact;
- Include a plan for sustainability of the program/project beyond the grant period; and
- Provide a clear rationale for selection of the identified health issue.

We anticipate a large number of applications for this grant cycle. While all will be considered, preference will be given to those that focus on health-related technology enhancements.

Applications that include requests for organizational and/or community focused capacity building, including leadership development and strategic planning, will be considered under this grant cycle if they are specific to the eight identified priority funding areas listed on page 2.

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

2017 RESPONSIVE GRANT TIMELINE	
September 7, 2016	The Health Fund grant portal opened for applications
October 24, 2016	Concept papers due by 5 p.m. (optional)
November 7, 2016	Applications due by 5 p.m.
March 2017	Awards announced
April 2017	Grants processed and grantees may begin implementation

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

PROPOSED ACTIVITIES MUST FIT MOST OR ALL OF THE FOLLOWING CRITERIA:

- Have strong potential to achieve significant long-term impact by expanding/replicating 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;
- Support person-centered care, and engage and empower individuals and communities to take an active role in creating a culture of health;
- Have potential for replication in other settings, including opportunities for learning, knowledge dissemination, and informing public policy;
- Aim to improve health outcomes and reduce health care costs.

Proposals that meet most or all of the above criteria will be given preference.

THE FOLLOWING ARE EXCLUDED FROM FUNDING CONSIDERATION:

- Needs relating to 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;
- Lobbying activities;
- Litigation; and
- Organizations which discriminate because of age, race, ethnic origin, religion, sexual orientation, handicap, or sex.

E. GRANT SIZE

The Health Fund expects to award grants ranging from a minimum of \$25,000 to a maximum of \$100,000. 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 is the grant proposal.

The Health Fund expects the Community Health Impact Responsive Grant program to be very competitive. We anticipate awarding 35-50 grants in this program with an average grant size of \$50,000-\$75,000 per grant.

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 health 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 informing public policy.

All grant decisions are the sole responsibility of the Michigan Health Endowment 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’s website using the Grant Portal (Fluxx) – [click here to access Fluxx](#).

Using Google Chrome, applicants will first 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 log in 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 Microsoft 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 Megan@mhealthfund.com and must be submitted by 5:00 p.m. on October 24, 2015.

Full grant proposals must be received by no later than 5:00 p.m. on Monday, November 7, 2016.

APPLICANTS WILL BE ASKED TO PROVIDE THE FOLLOWING INFORMATION:

- Description of the community or region intended to be served and the demographics of the target population, including the number of individuals who will be impacted;
- Documentation of the defined needs within the target population;
- Description of how and with whom the organization will collaborate on this specific project;
- 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;

- Description of the short and long-term impacts of the proposal and how these impacts will be measured;
- Description of how the proposed activities will be sustained after the grant period;
- 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;
- Summary of the applicant organization's history and experience addressing health issues;
- Cover letter signed by the president of the applying organization;
- Copy of the current IRS determination letter indicating 501(C)(3) tax-exempt status;
- List of board of directors with affiliations;
- Organization's current annual operating budget, including expenses and revenue;
- Organization's most recent annual financial audit; and
- Organizational chart, including board and staff.

FURTHER QUESTIONS

For more information, a [Frequently Asked Questions](#) page has been developed.

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.