Request for Proposals
Overview
June 24, 2020
Welcome!

- This webinar is being recorded! The recording and the slides will be available on our website.
- Your line is muted – this helps 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.
Health Fund Squad

Kari Sederburg
Program Director

Tim Niyonsenga
Program Officer

Phil Lewis
Program Officer

Rory Neuner
Evaluation Officer

Sharon Karaboyas
Grants Manager
2020 Initiative Overview

The aim of the Healthy Aging Initiative is to improve the health and wellness of Michigan’s older adults, while reducing the cost of healthcare.

Three priorities: Improving Healthcare, Care Coordination and/or Caregiving
Cross-cutting goals: Workforce development or integration
Grant amount: Up to $500,000
Time period: Up to two-year grants
Applicants: Nonprofit and governmental agencies
Due: August 11, 2020
Full RFP: http://www.mihealthfund.org/grantmaking/healthy-aging
Healthy Aging Proposals

**INNOVATION:** Develop and pilot a new model of care to better support older adults that may involve nontraditional partners.

**ACCESS/QUALITY:** Improve access or the quality of care through technological advancements, integration of aging services into the health care, increasing workforce ratios, team-based approaches to care, or other strategies.

**SYSTEMS:** Address the structural barriers or policy issues, payment/reimbursement, inefficiencies or other barriers that prevent various systems from delivering care.

**HEALTH ISSUE:** Address a specific health issue (e.g., hypertension, caregiver burnout/depression) that negatively or disproportionately affects older adults or caregivers.

**HEALTH DISPARITIES:** Identify disparate impact and outcomes of a health issue on a vulnerable population and propose a strategy to reduce or eliminate said disparity.
Planning Grant Opportunity

Overview: Planning grants are for pre-launch, piloting, planning, and design activities.

Grant amount: Up to $200,000

Time period: Up to two years

Applicants: Nonprofit and governmental agencies

Requirements for a Planning Grant:

- Community-based partners.
- Address a specific topic or issue area.
- Specific need to gather information.
- Take between six months and a year to complete.
- A formal, well-documented plan will result.
What We Cannot Fund

• Health-related emergencies (may consider support to address 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
Our Evaluation Principles

- Be Collaborative
- Tell the Story
- Be Accountable
- Inform Policy
- Value Multiple Perspectives
- Embed Equity
Different Evaluation Approaches

What evaluation approach best fits the life stage of an initiative?

**Initiative is innovating and in development**
- Exploring
- Creating
- Emerging

*Question:* What is it?

**Initiative is forming and under refinement**
- Improving
- Enhancing
- Standardizing

*Question:* How is it working?

**Initiative is stabilizing and well-established**
- Established
- Mature
- Predictable

*Question:* Did it work?

---

Try Developmental Evaluation

Try Formative Evaluation

Try Summative Evaluation

**DECISION POINT** **DECISION POINT**
Evaluation Tips: Outputs and outcomes matter!

**Outputs**
- "15 older adults attended our training."
- "270 kids participated."
- "Our coalition met 4 times."

**Outcomes**
- "85% of attendees indicated they learned how to incorporate more fruits and vegetables into their diet."
Evaluation Resources... We’ve Got ‘Em!

Evaluation Approach: A How To Guide

- This document is required
- Guide includes key terms to cover
- Offers sample logic models
- Technical assistance is available—just ask!

Evaluation can be a powerful tool to inform decision-making and ensure that scarce resources are used effectively. To help us better understand the impact of our grantmaking, and to help our grantees learn about what interventions and programs do and don’t work, we at the Health Fund prioritize evaluation and evidence-based thinking.

In describing your evaluation approach, we ask that you demonstrate a reasonable plan for the anticipated relationship between your project activities, outputs, short- and long-term outcomes, and the overall impact(s) you’re aiming to achieve. You should also be able to demonstrate a plan for how to measure progress toward those outcomes.

To gather this information, the Health Fund requires that each applicant submit a document outlining and visually depicting a proposed evaluation approach. This evaluation approach should be uploaded as a separate document in the “Required Documents” section in Phase II.

The precise format of your evaluation approach document is up to you, the applicant. It could be a logic model, a strategy map, a diagram, a table, or another format—we’ve shared a few examples in the pages that follow. These are provided merely as guidance. Please note that, regardless of the format you choose, the evaluation approach should not exceed 3 pages total, and must address each of the five key terms highlighted below.

**KEY TERMS TO INCLUDE**

1. **Inputs** are the resources your organization devotes to a project or program, whether they be human, financial, capital, organizational, or community resources. Expertise, such as a consultant or a partner organization, can be also considered an input.

2. **Activities** are the work. They are the specific things you propose to do as part of your project or program. Activities produce movement toward outcomes. They might include trainings, outreach to create a partnership, developing curricula, or even direct health services. We ask that you include timeline or target dates for each key activity in whatever format you choose.

3. **Outputs** are the direct, tangible results that tell the story of what you produced via your activities. They are evidence that a program’s activities were performed as planned. Outputs might be training classes offered, or the total number of people served by an activity. However, output measures do not address the value or impact of a project’s activities.
Evaluation can be a powerful tool to inform decision-making and ensure that scarce resources are used effectively. To help us better understand the impact of our grantmaking, and to help our grantees learn about what interventions and programs do and don’t work, we at the Health Fund prioritize evaluation and evaluative thinking.

In describing your evaluation approach, we ask that you demonstrate a reasonable plan for the anticipated relationship between your project activities, outputs, short- and long-term outcomes, and the overall impact you’re aiming to achieve. You should also be able to demonstrate a plan for how to measure progress toward those outcomes.

To gather this information, the Health Fund requires that each applicant submit a document outlining and visually depicting a proposed evaluation approach. This evaluation approach should be uploaded as a separate document in the “Requested Documents” section in Phase.

The precise format of your evaluation approach document is up to you, the applicant. It could be a logic model, a strategy map, a diagram, a table, or another format – we’ve shared a few examples in the pages that follow. These are provided merely as guidance. Please note that, regardless of the format you choose, the evaluation approach should not exceed 3 pages total, and must address each of the five key terms highlighted below.

**KEY TERMS TO INCLUDE**

1. **Inputs** are the resources your organization devotes to your project or program, whether they be human, financial, capital, organizational, or community resources. Expertise, such as a consultant or a partner organization, can be considered an input.

2. **Activities** are the work. They are the specific things you propose to do as part of your project or program. Activities produce movement toward outcomes. They might include trainings, outreach to create a partnership, developing curricula, or even direct health services. We ask that you include timeline or target dates for each key activity in whatever format you choose.

3. **Outputs** are the direct, tangible results that tell the story of what you produced via your activities. They are evidence that a program’s activities were performed as planned. Outputs might be training classes offered, or the total number of people served by an activity. However, output measures do not address the value or impact of a project’s activities.

4. **Outcomes** refer to the measurable changes in human health, quality of life, or well-being that result from the inputs and activities of projects and programs.

5. **Stakeholders** are those who have an interest in the project, such as community members, or any individual or group that can influence or be influenced by your project.

6. **Impact** is a change in the well-being of an individual, or a group, in relation to a change in their environment. Impact should be considered in terms of the end goal of your project or program.
# Evaluation Resources… We’ve Got ‘Em!

## Evaluation Partners Program

- Vetted list of evaluation consultants
- Over 20 firms listed, 14 with Healthy Aging expertise
- Many firms already work with grantees
- We can offer more information – just ask!

### 2020 Evaluation Partners List

<table>
<thead>
<tr>
<th>Evaluation Partners</th>
<th>Programs of Expertise</th>
<th>Location of Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALTRUM</td>
<td>Behavioral Health, Nutrition &amp; Healthy Lifestyles, Community Health Impact</td>
<td>Stow, Akron, Cuyahoga County</td>
</tr>
<tr>
<td>ARABELLA ADVISORS</td>
<td>Behavioral Health, Community Health Impact</td>
<td>Seattle, WA</td>
</tr>
<tr>
<td>BOWMAN PERFORMANCE CONSULTING</td>
<td>Behavioral Health, Nutrition &amp; Healthy Lifestyles, Community Health Impact</td>
<td>Stow, Akron, Cuyahoga County</td>
</tr>
</tbody>
</table>

*Evaluation can be a powerful tool to inform decision making and ensure that scarce resources are used effectively. The following firms are qualified consultants available to provide evaluation services to health-oriented organizations in Michigan. For more information on these firms, please contact Evaluation Officer Rony Nwari at rony@mhendowment.org.*
Helpful Tips

- Clearly identify what you are applying under.
- You must address one of our two cross-cutting goals.
- Clearly identify the issue you will be addressing.
- Think about your initiative in terms of long-term, sustainable impact.
- Collaboration is key.
- Health outcomes matter.
Timeline and Process

Key Dates:

Concept Papers Due (optional): July 13, 2020
Full Proposals Due: August 11, 2020
Awards Made: November 12, 2020

Concept Papers:

No more than two pages! Reviewed as they are received. Please address the following:

• Brief overview of the initiative, including proposed impact
• The cross-cutting goal you plan to address
• Key collaborative partners

• Information about sustainability
• Draft budget
Key Contacts

Healthy Aging: Kari Sederburg, Kari@mihealthfund.org
Phil Lewis, Phil@mihealthfund.org

Caregiving: Tim Niyonsenga, Tim@mihealthfund.org

Evaluation: Rory Neuner, Rory@mihealthfund.org

Application Process*: Sharon Karaboyas, Sharon@mihealthfund.org

*Concept papers, Fluxx questions, general grant process wisdom
Questions and Answer Session

• To ask a question, select the Q&A icon on your screen and type your question.

• Please don’t pitch specific ideas—submit a concept paper!

• We will answer as many questions as time allows.

• In a few days, we will post a FAQ document to our website, including those we don’t have time to answer.

• More info can be found on our website: www.mihealthfund.org