MICHIGAN HEALTH ENDOWMENT FUND

2021 COMMUNITY HEALTH IMPACT INITIATIVE
REQUEST FOR PROPOSALS

2021 COMMUNITY HEALTH IMPACT GRANT TIMELINE	
November 16, 2020	Grants portal opened for applicants
November 19, 2020	Informational webinar at 10 a.m.
December 8, 2020	Concept papers due by 5 p.m. (strongly encouraged)
January 21, 2021	Applications due by 5 p.m.
May 13, 2021	Awards announced

A. PROGRAM OVERVIEW

The Community Health Impact Initiative supports health-focused, community-based organizations with bold ideas to address health challenges in any of the Health Fund's focus areas.

The goals of the 2021 Community Health Impact Initiative are:

1. Increase or improve collaboration among providers, service agencies, the business community, and community-based organizations within a community to address health issues in a sustainable way.
2. Provide resources to help empower communities to solve their most pressing health issues and successfully implement health-focused, community driven interventions.

This year's grant cycle consists of two application tracks that you may choose to apply under: *Collaboration Planning* or *Community-Based Project Implementation*. Each application track is described in more detail below.

COLLABORATION PLANNING

Collaboration planning grants will support community-based and community-led work that creates a sustainable foundation for cross-sectoral collaboration and coordination designed to spur progress on key health issues. Projects should target a specific place such as a neighborhood, school(s), city, county, or region and/or a specific group within a defined geography.

The Health Fund seeks proposals that plan to work through cross-sector collaboration to address health issues aligned with the Health Fund's eight focus areas, health disparities, or social determinants of health.

This funding is intended to assist with startup costs for new cross-sector collaborative efforts or expanding the scope and health impact of an existing collaborative. Proposals should focus on building the structure and capacity of the collaborative rather than the implementation of programming. Applicants are encouraged to use an existing framework or model for collaboration and to work with a neutral party, such as a consultant or facilitator, throughout the planning process.

The lead applicant or backbone organization must demonstrate the ability and capacity to lead a collaborative effort. Additionally, each member of the collaborative must be committed to providing either monetary or in-kind resources to the effort.

COMMUNITY-BASED IMPLEMENTATION

Community-based project implementation grants are intended to help build stronger, healthier communities around the state by being responsive to community needs and providing the resources to create a healthier place. Projects should target a specific place such as a neighborhood, school(s), city, county, or region and/or a specific group within a defined geography.

The Health Fund seeks projects that will implement community-based solutions to one or more of the Health Fund's eight focus areas or that address health disparities. Priority will be given to projects that target children or older adults and to proposals that clearly demonstrate a strong collaborative effort between organizations with a shared vision or goal to address the health issue.

Community-based implementation grants are designed to provide resources needed to implement new or expanded programming, or replication of evidence-based models within a community. Applicants will be asked to provide community-level data when possible to identify and explain the health need. Additionally, applicants are encouraged to incorporate community input in the planning, design, and/or implementation of the program.

Successful applications will include a strong plan for sustainability that demonstrates how the work will continue in the community past the grant period.

KEY COMPONENTS OF EACH TRACK	
Collaboration Planning	**Community-Based Implementation**
Cross-sectoral collaborations	Organization or collaborative
Responsive to both community needs and capacity of the collaborative	Responsive to community needs
Planning, discovery, and development of a collaborative	Program implementation
New collaboratives or existing collaboratives looking to work together in new ways	Implementation of a community-driven solution
Focused population of interest or focused geography	Narrowly focused population of interest or focused geography
Data-informed	Data-informed
Work should be related to the eight focus areas, health disparities, or social determinants of health	Work should be related to the eight focus areas or health disparities
Leads to sustainable collaboratives	Leads to sustainable community change

GRANT RANGE: $15,000 to $100,000

- Proposal cannot exceed 20% of your organization's budget
- Administrative/indirect costs cannot exceed 20% of proposal budget
- Grants can be one or two years in duration, but the total request is limited to $100,000
- Grassroots organizations, small and medium size nonprofits are encouraged to apply

B. ELIGIBILITY

Applicants 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.

The following are excluded from funding consideration:

❌ Requests to increase COVID-19 testing capacity

❌ Requests that are exclusively for the purchase of personal protective equipment

❌ Ongoing program operations and staffing for existing initiatives

❌ Clinical research

❌ Capital projects

❌ Loans

❌ Litigation

❌ Lobbying activities

❌ Tuition costs and related fees

❌ Health-related emergencies (the Health Fund may consider providing support that addresses longer-term rebuilding or other needs following emergency situations)

❌ Organizations that discriminate because of age, race, ethnic origin, religion, sexual orientation, disability, or gender

HELPFUL HINTS

- **Clearly explain your project and the internal issues it will address.** Limit the use of buzzwords and jargon throughout your proposal in favor of plain language that accurately describes your intended impact.
- **Collaboration is essential.** Whether you're applying for a collaboration or community-based programming grant, the most effective programs we support often involve multiple community partners. We'll look at whether you're engaged with relevant stakeholders, and how their participation is informing your proposal.
- **Health outcomes are key.** Connect the dots for us. Tell us how your activities will lead to better health for members of the community.
- **Community input leads to stronger programs.** Invite those that you serve to have a seat at the table in the design and implementation of your program to ensure an equitable approach, promote engagement, and improve outcomes.
- **Sustainability is more than a buzzword.** We understand the challenge of this question, but we want to avoid funding new services that might disappear after people come to rely on them. Tell us how your work will result in lasting change or will continue on after the grant period.

C. APPLICATION PROCESS

STEP 1: CONCEPT PAPER

We **strongly encourage** you to submit a concept paper for feedback prior to submitting a full proposal. While not required, this step results in stronger proposals and helps clarify our priorities for potential applicants. Please keep concept papers to no more than two single-spaced pages.

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

- Organization name and mission
- Project information
  - Title
  - Focus: collaborative planning efforts or community-based implementation
  - Description
  - List of key partners and their roles
  - How the project will continue to live on in the community once the grant period ends
- Estimated budget (no detailed breakdown required, just tell us what the budget will cover and the total amount you intend to request)

Send concept papers to rfp@mihealthfund.org **before 5 p.m. on December 8, 2020.** We will not review concept papers submitted after the deadline.

STEP 2: APPLICATION

Applications must be submitted through the Health Fund's grants portal. The portal requires you to use Google Chrome.

CLICK HERE TO VISIT THE GRANTS PORTAL

While the grants portal does not have a word limit function, please limit the total narrative to the equivalent of eight single spaced pages using standard 12-point type and one-inch margins. Attachments do not count toward the eight-page limit.

Full proposals must be received by 5 p.m. on January 21, 2021.

D. MORE INFORMATION AND FURTHER QUESTIONS

To register for the informational webinar on November 19 at 10 a.m., please click here. If you are not able to attend, a recording will be available to view on the Community Health Impact page of our website.

For helpful tips and additional information:

- Read the Community Health Impact program page
- Learn more about eight focus areas
- View our FAQ
- Visit the grants portal to view the application questions and required documents
- Check out our list of resources for health data, models of collaboration, and other tools

If you have further questions, please contact Health Fund staff at rfp@mihealthfund.org.

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