



**MICHIGAN HEALTH**

**ENDOWMENT FUND**

**2021 Community Health Impact**

**RFP Overview**

November 19, 2020

# 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 any questions or issues with the webinar, please use the **Q&A Box** Zoom - it is being monitored!
- If you have questions about the *RFP*, we will flag them and address them at the end of the webinar.



# Health Fund Squad

**Megan**

**Sharon**



**Murphy**

Senior Program  
Officer

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Grants Manager

# Webinar Overview

- Overview of 2021 Community Health Impact and Capacity Building RFPs
- Overview of concept paper process and timeline
- Remember: We will respond to any questions received via the Zoom **Q&A Box**





# Intent of the 2021 Community Health Impact Initiative

- 1. Collaboration:** 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. Community-based Programming:** Provide resources to help empower communities to solve their most pressing health issues, by providing the resources needed to successfully implement health-focused, community driven interventions.
- 3. Capacity Building:** Assist health-focused, community-based organizations in becoming stronger, more effective institutions within their community by meeting basic organizational needs, allowing them to spend more time and energy focused on their mission and collaborative efforts.

# Collaboration Planning Grants

- 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 a key health issue(s).
- 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.





# Collaboration Planning Grants

- Grants will help with:
  - Start-up costs for new cross-sector collaborative efforts
  - Costs associated with existing groups seeking to work together in new or different ways.
- Proposals should focus on building the structure and capacity of the collaborative as a whole
- Applicants are encouraged to:
  - Use an existing framework or model for collaboration; and
  - Work with a neutral party, such as a consultant or facilitator, throughout the planning and design process.

# Community-Based Implementation Grants

- These 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.







# Community-Based Implementation Grants

- Funding for projects that address an of the Health Fund's eight focus areas or health disparities.
- Priority will be given to projects that:
  - Target children or older adults; and
  - Clearly demonstrate a strong collaborative effort between organizations with a shared vision or goal to address the health issue
- Applicants will be asked to provide:
  - Community-level data when possible to identify and explain the health need; and
  - Are encouraged to incorporate community input in the planning, design, and/or implementation of the program.

## KEY COMPONENTS OF EACH TRACK

### Collaboration Planning

Cross-sectoral collaborations

Responsive to both community needs and capacity of the collaborative

Planning, discovery, and development of a collaborative

New collaboratives or existing collaboratives looking to work together in new ways

Focused population of interest or focused geography

Data-informed

Work should be related to the [eight focus areas](#), health disparities, or social determinants of health

Leads to sustainable collaboratives

### Community-Based Implementation

Organization or collaborative

Responsive to community needs

Program implementation

Implementation of a community-driven solution

Narrowly focused population of interest or focused geography

Data-informed

Work should be related to the [eight focus areas](#) or health disparities

Leads to sustainable community change



## Helpful Tips

- Clearly explain your project and the issues it will address.
- Collaboration is essential.
- Health outcomes are key.
- Community input leads to stronger programs.
- Sustainability is more than a buzzword.
- Address how your project aligns with the priorities outlined in the RFP.

# Collaboration and Community Based Programming Grants

## Eight focus areas:



Access to Healthy Foods



Foodborne Illness Prevention



Infant Mortality



Technology Enhancements



Behavioral Health Services



Health Related Transportation



Health Services for Foster and Adopted Children



Wellness and Fitness

**Grant amount:**

Up to \$100,000

**Time period:**

Up to two-years

**Eligible applicants:**

Nonprofit and governmental agencies

**Due:**

January 21, 2021 by 5 pm

**Full RFP:**

[www.mihealthfund.org](http://www.mihealthfund.org)

# Capacity Building Grants

- Capacity grants are designed to increase health-focused, community-based organization's effectiveness or sustainability across Michigan.
- Grants up to \$50,000 for expenses that will help an organization reach a specific goal
- One-year grant period
- Priority given to organizations with operating budgets under \$5,000,000 and that have an explicit focus on health issues aligned with the Health Fund's eight focus areas





# Examples of Capacity Building Grants

- Communications/marketing
- Evaluation and learning
- Financial management
- Sustainability planning
- Staff or board leadership development
- Strategy development
- Succession planning
- Merging of resources or administrative functions between nonprofits

# The following will not be considered:

- Projects that can be completed through your Catchafire membership
- Ongoing operational expenses or filling budget gaps
- Hiring development or other new staff
- Grant writers
- Routine strategic planning
- Health needs assessments
- Increased testing capacity for COVID
- Startup funds for a new nonprofit
- Vehicles (including new vehicle purchases, maintenance, tires, depreciation, etc.)
- Endowment contributions
- Regranting
- Fundraising strategy
- Equipment, capital expenses
- Other expenses as outlined in the RFP



- Start with an organizational assessment.
- Clearly explain your project and the internal capacity issues it will address.
- Anticipated organizational improvements should be clear.
- Make use of resources already at your disposal.



# Need help getting started?

Here are some resources to help identify where to focus your capacity building request based on your organizational needs:

- The **Organizational Mapping Tool (OMT)**: <https://www.fordfoundation.org/work/our-grants/building-institutions-and-networks/organizational-mapping-tool/>
- **The National Council of Nonprofits** has a list of organizational self-assessment tools: <https://www.councilofnonprofits.org/tools-resources/organizational-self-assessments>
- Hewlett Foundation's **Guide to Organizational Capacity Assessment Tools**: <https://hewlett.org/wp-content/uploads/2017/11/A-Guide-to-Using-OCA-Tools.pdf>

# A Note on Indirect Costs

- Indirect costs are costs necessary for an organization to support a project or program and essential for effective management of the organization but are not directly related to the execution of a particular project or program.
- Indirect costs include, but are not limited to:
  - Administrative office functions (i.e., finance, accounting, HR, and general IT services)
  - Costs to operate the organization's physical office or space (i.e., rent, utilities, janitorial services)
  - General business expenses (i.e., hardware, bank fees, corporate insurance policies)
  - Subcontractor or consultant management fees, outside of the necessary costs to directly oversee or guide the subcontractor or consultant's work on the project

# Concept Papers

- **Concept papers are optional, but strongly encouraged!**
  - Limited to two single-spaced pages (Word or PDF)
  - Please include the following information, in this order:
    - Project title and organization name
    - Relevant focus area (select up to two)
    - Brief description of the initiative, including proposed impact
    - Key collaborative partners, if any
    - Sustainability beyond the grant period
    - Estimated budget
- **Due Tuesday, December 8 by 5 pm**
  - Concept papers are answered in the order received
  - We cannot guarantee feedback for concept papers received after the deadline

# Timeline and Process

## Key Dates:

Concept Papers Due (optional):

December 8, 2020

Full Proposals Due:

January 21, 2021

Awards Made:

May 13, 2021



Narrative = 8 pages or less for collaborative or community based, 5 pages for capacity building

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

Please use Google Chrome.

# Evaluation at the Health Fund

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





# 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.



# Upcoming Workshops and Trainings

- Design Thinking – 2 parts: November 30<sup>th</sup> and January 6<sup>th</sup>
- Equitable and Accessible Data Visualization – January 7
- Understanding and applying health data – Date TBD
- More to come!

# 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 post answers to all questions on our website after this webinar

More info can be found on our website: [www.mihealthfund.org](http://www.mihealthfund.org)





# Who should I contact if I have more questions?

**Specific  
organizational or  
project questions:**

Megan Murphy

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**Application  
process and  
timeline:**

Grants Management  
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