

# MICHIGAN HEALTH ENDOWMENT FUND

## 2021 HEALTHY AGING INITIATIVE REQUEST FOR PROPOSALS

### 2021 HEALTHY AGING INITIATIVE GRANT TIMELINE

June 8, 2021 Grants portal open to applicants

July 8, 2021 Concept papers due by 5 p.m. (strongly encouraged)

August 10, 2021 Applications due by 5 p.m.

November 10, 2021 Awards announced

### A. PROGRAM 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 health care.** To achieve this aim, our 2021 initiative seeks to support work that does one or more of the following:

- Improves the quality of health care for older adults
- Coordinates care in ways that lead to better health outcomes and lower the overall cost of care
- Supports caregivers of older adults in providing care

**The Health Fund will accept proposals for three strategic priority areas: Improving Health Care, Care Coordination, and Caregiving.** While some proposals may address more than one area, an applicant must submit a proposal under only one area, and it should be the most relevant one.

**Each proposal should aim to address at least one of the categories of interest listed in this request for proposals.** More information about the additional eligibility requirements and proposal review criteria can be found in Section C of this document.

**The Health Fund welcomes concept papers of up to two pages for review and feedback prior to proposal submission.** Please see Section E of this request for proposals for instructions. Concept papers are due no later than 5 p.m. on July 8, 2021.

## STRATEGIC PRIORITY AREAS

### Improving Health Care

Recognizing that older adults have unique health care needs, the Healthy Aging program makes investments in Michigan's health care system to improve the quality of care for older adults in the following areas: safety, timeliness, effectiveness, efficiency, and equitable and person-centered care.

### Care Coordination

Unmet social needs directly lead to poor health outcomes. That is why the Healthy Aging program invests in efforts to coordinate Michigan's health care and social services sectors in ways that lead to better health outcomes and lower the overall cost of care.

### Caregiving

Whether formal or informal, most of the care that supports the health and wellness of older adults is hands-on. Investing in efforts that support informal and formal caregivers of older adults in providing care will ensure more older adults in Michigan can get the support they need to live healthier and longer lives in their communities.

## CATEGORIES OF INTEREST

Under each strategic priority area, we have identified specific categories of interest to improve the health of Michigan residents. To be funded, a proposal should aim to address at least one of the following:

- **Access to Services:** Provide more Michigan older adults access to high-quality physical and behavioral healthcare, nutrition, or other services they need to live a healthier life.
- **Health Equity:** Improve understanding of, and develop more effective approaches to address, health equity gaps and the social determinants of health. View the Health Fund's [latest strategic plan](#) for more information about health equity.
- **Integrated Care:** Michigan is a model of whole person care. Policies and best practices support integrated, person-centered care, leading to more older adults receiving seamless care across agencies and providers.
- **Efficacy and Cost Effectiveness:** Implement new or proven approaches to care, or other strategies that identify needs and connect older adults or caregivers to the quality care they need and want at a lower overall cost.
- **Health Workforce:** Build, extend, and strengthen the healthcare provider workforce to better meet the needs of residents in their communities.
- **Systems:** Address structural or policy issues, payment/reimbursement, design inefficiencies, or other barriers that prevent various systems (e.g., healthcare, aging, social) from delivering quality healthcare to older adults or caregivers. Outcomes could inform or influence systems change through better connectivity, coordination or integration of programming, policy reform, or other collaborative efforts.

## B. EVALUATION APPROACH

So that we can understand how your project fits into the Health Fund’s broader impact, 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 should be related to one of the Health Fund’s categories of interest.

Applicants should be prepared to answer the following questions:

- If applicable, what are 2-3 outcomes or impacts you anticipate for individuals involved in your initiative?
- If applicable, what are 2-3 outcomes or impacts you anticipate at the community level as a result of your initiative?
- If addressing one of the Health Fund’s categories of interest, how will the project impact that goal?
- What methods, tools, or data sources will you use in this evaluation to measure outputs, outcomes, and impact?
- If applicable, how will you consider equity as part of your evaluation plan?

All proposals are encouraged to submit a document outlining a proposed project evaluation approach. This document should not exceed three pages in length, and a one-page document is sufficient. 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.

## C. ELIGIBILITY AND REVIEW CRITERIA

To be eligible for a grant under this initiative, 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:**

- |                               |  |   |
|-------------------------------|--|---|
| ✗ Clinical research           | ✗ Capital projects   | ✗ Ongoing program operations and staffing |
| ✗ Loans                       | ✗ Litigation   | ✗ Lobbying activities                     |
| ✗ Health-related emergencies* | ✗ Organizations that discriminate because of age, race, ethnic origin, religion, sexual orientation, disability, or gender |   |

\* The Health Fund may consider providing support that addresses longer-term rebuilding or other needs following emergency situations.

## CRITERIA FOR REVIEW

Here's what we look for as we review applications. We don't expect proposals to include all of these, but we encourage you to be clear about how your project addresses one or more:

- **Collaboration.** The project demonstrates collaboration, including community/participant involvement in planning and implementation, multi-sector partnerships with defined roles and responsibilities related to the project, and leveraging external resources.
- **Empowering communities.** The project empowers communities to support their ongoing health needs or challenges, and it engages with community leaders to share in decision-making.
- **Health equity.** The project strives for the highest possible standard of health for all people and gives special attention to the needs of those at greatest risk (socially, economically, demographically, or geographically) of poor health.
- **Innovation.** The project supports new or enhanced programs or strategies. Proposals will not be considered if funds would be used to maintain an existing program or fill a budget gap for current services.
- **Long-term impact.** The project has the potential to achieve significant long-term impact by implementing effective models or supporting needed innovation.
- **Measurable outcomes.** The project has clear outcomes and the potential to have a measurable impact on improving health.
- **Replication.** The project has the potential for replication in other settings, including opportunities to learn, disseminate knowledge, and inform public policy.
- **Strategic alignment.** The project aligns with the Health Fund's mission, strategies, and goals and focuses on improving the health of Michigan children and/or older adults.
- **Sustainability.** The project has the potential to be sustainable after the end of the grant period.
- **Unmet need.** The project addresses an unmet need and focuses on populations that face health disparities and disproportionate barriers to improved health.

The Health Fund board of directors has sole responsibility for all grant decisions.

## HELPFUL TIPS

- **Clearly identify the issue you will be addressing and provide evidence that supports why you think it's important for older adults.** 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.
- **Collaboration is key.** Community-level change happens in many ways, but some of the most effective programs involve multiple community stakeholders that are put in the best position to succeed.
- **Health outcomes matter.** We will be looking for proposals that have strategies in place to address specific health outcomes for older adults in Michigan.
- **The why and how of evaluation.** While we understand that you may not have everything firmly set, funding will be awarded to projects with a strong sense of how to measure impact.
- **Present a potential path for sustainability.** The Health Fund aims to have all grantee projects continue after the end of the grant period so that new services that individuals come to depend on don't suddenly disappear.
- **Use of technology.** If your proposal includes the use of any kind of technology, be sure to indicate why or how the use of the proposed technology will result in a positive impact and if the technology has been used before with the intended outcome.

## D. GRANT AMOUNT

The Health Fund expects to award grants ranging from \$100,000 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 is limited to \$500,000. Please be sure to clearly identify your funding requests per year in your proposal.

## E. APPLICATION PROCESS

### CONCEPT PAPERS

The Health Fund strongly encourages concept paper submissions of up to two pages 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.

If you decide to send a concept paper, please address the following:

- Project title and organization name
- Brief overview of the initiative, including proposed impact
- The category of interest you plan to address
- Key collaborative partners
- Information about sustainability
- Estimated draft budget

Concept papers should be sent to Veronica Marchese at [rfp@mihealthfund.org](mailto:rfp@mihealthfund.org) and **must be submitted by 5 p.m. on July 8, 2021**. We expect to receive many concept papers and will respond as quickly as possible in the order in which they are received.

### APPLICATIONS

In addition to responding to the questions in Fluxx, you will be asked to provide the following attachments:

- We strongly recommend that applicants visually present your evaluation approach. Please see the [Evaluation Approach: How to Guide \[PDF\]](#) for more information and sample formats. Your described evaluation approach should connect your primary project activities with measurable outputs, intended short-and long-term outcomes, and the ultimate impact(s) of this work. [Click here \[PDF\]](#) for examples of outcome indicators and data sources identified by current behavioral health grantees.
- A cover letter signed by the president of the applying organization
- A copy of the current IRS determination letter indicating 501(c)(3) tax-exempt status
- List of board of directors with affiliations

Finances:

- Organization's current annual operating budget, including expenses and revenue
- Most recent annual financial statement
- Letters of support should verify project need and collaboration with other organizations (optional)
- Annual report, if available
- Organizational chart, including board and staff

Applications must be submitted electronically through the Health Fund website using the grants portal. The portal requires you to use Google Chrome.

**CLICK HERE TO VISIT THE GRANTS PORTAL**

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 grants 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. The required attachments do not count toward the 10-page limit.

**Full proposals must be received by 5:00 p.m. on August 10, 2021. Proposals submitted after the deadline will not be considered.**

## **F. 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.

For helpful tips and additional information, please visit the [Healthy Aging program page](#) on our website. For more information on our grantmaking, view our [Frequently Asked Questions](#).

If you have further questions, please contact Kari Sederburg at [kari@mihealthfund.org](mailto:kari@mihealthfund.org), Tim Niyonsenga at [tim@mihealthfund.org](mailto:tim@mihealthfund.org), or Phil Lewis at [phil@mihealthfund.org](mailto:phil@mihealthfund.org).