

MICHIGAN HEALTH ENDOWMENT FUND

2025 MATERNAL & INFANT HEALTH INITIATIVE APPLICATION QUESTIONS

To help organizations work collaboratively in submitting proposals to our 2025 Maternal & Infant Health Initiative, we're sharing the application questions below.

PLEASE NOTE THIS DOCUMENT IS FOR REFERENCE ONLY. ALL APPLICATIONS MUST BE SUBMITTED THROUGH [OUR ONLINE GRANT PORTAL](#) BY 5:00 P.M. ET ON JANUARY 21, 2025.

Application narratives should be approximately 10 single-spaced pages or 5,000 words in total, not including attachments.

PROJECT INFORMATION

PROJECT DETAILS

In this section, we'll ask for the basics: **Project Title, Request Amount, Project Start Date, End Date, and Geographic Reach.** More info can be found in the grant portal.

PROJECT OVERVIEW

The questions in this section are aimed at capturing a brief summary of your work. You will have the opportunity to provide more details on your proposal in the following sections.

Problem Statement: In a few sentences and in plain language, what is the key issue or problem you are trying to address, and how will this project improve outcomes for pregnant individuals and their infants?

Key Partners: List the project's key partners. If they will receive direct financial support through this project, please indicate the anticipated amount for each partner.

Potential Impact: In three sentences or less, describe the key outcomes from your project and why you know this work will be impactful if funded.

PROJECT NARRATIVE

This section provides the opportunity to expand in greater detail about your proposal.

- 1. PROJECT SIGNIFICANCE:** Why is working on this issue or topic important for improving the health of pregnant individuals and their infants? What data or other evidence supports the need for the issue or topic you seek to address? How will the work outlined in this proposal impact the issue or topic you just described? Please limit your response to three paragraphs.

WHAT WE'RE LOOKING FOR:

Projects that clearly demonstrate the need to work on a key issue or problem in the geography you are looking to serve through a comprehensive literature review, surveys or needs assessments, expert consultations, and input from the target population(s) and community.

- 2. APPLICANT CAPACITY AND EXPERIENCE:** Provide a brief statement of how this project aligns with your organization's mission and priorities and describe your organizational experience and capacity to lead this project. In other words, why is your organization best suited to take on this proposed work?

WHAT WE'RE LOOKING FOR:

Proposals should clearly demonstrate, with evidence of past success or through new partnerships, that project partners have the capacity and expertise to implement the proposed work.

- 3. COMMUNITY VOICE:** How do you intend to engage members of the community or those you serve in the development or implementation of the program?

WHAT WE'RE LOOKING FOR:

Projects that clearly and intentionally involve the individuals being served or the broader community in the planning, design, implementation, and/or evaluation of the initiative. When possible, go beyond relying on already available data and surveys and include those being served in the decision-making process.

- 4. DISPARITIES AND HEALTH EQUITY:** How does your project aim to reduce health disparities or promote health equity?

WHAT WE'RE LOOKING FOR:

Equitable projects that:

- Benefit or increase access for populations most affected by a health issue;
- Remove barriers to health;
- Empower communities; and
- Engage community leaders in decision making.

- 5. TARGET POPULATION:** Who and how many Michigan residents will be served by this project (e.g., 200 total participants or 75 infants)?

WHAT WE'RE LOOKING FOR:

- Projects that target the Health Fund priority populations for this RFP of pregnant individuals and infants.
- Projects that aim to address unmet needs and focus on health care access improvements for pregnant individuals, infants, and adolescents are of special interest.
- Very often the health of parents and caregivers has an impact on the children in their care. When applicable, include information on how a family may be directly or indirectly impacted by the project.

- 6. COLLABORATION:** Explain why you and each one of the partners in your proposal are best suited to do the work outlined in the initiative, both today and for the long-term sustainability of the work.

WHAT WE'RE LOOKING FOR:

- Projects that have or will include the target population(s) and community in the planning, implementation, or evaluation of the project.
- Projects that include multi-sector partnerships with defined roles and responsibilities.
- Proposals that include formal letters of commitment from key partners.
- Proposals that focus on one organization will be less competitive.

7. **WORK PLAN:** Please provide more details about the proposed project, including a timeline and description of any milestones, reports, deliverables, or end products that will be completed by your organization or your partners.

POTENTIAL IMPACT

EVALUATION APPROACH

All proposals are required to submit a document outlining a proposed project evaluation approach. We are interested in understanding the impact of your proposed project. We want to understand how you will be improving health outcomes for those you're proposing to serve and how you will measure those outcomes.

For some helpful resources to develop an evaluation approach, read the Health Fund's [Evaluation Approach: How-to Guide](#), which details common measures our projects frequently use. Applicants are not required to use the resources provided to develop their approach.

OUTCOMES

If applicable, please detail the following:

1. What short- and long-term outcomes or impacts do you anticipate for individuals or participants involved in your initiative?
2. What short- and long-term outcomes or impacts do you anticipate at the organizational level?
3. What short- and long-term outcomes or impacts do you anticipate at the system/community level?
4. What qualitative and/or quantitative methods, tools, or data sources will you use?
5. How will your evaluation plan uphold principles of equity in terms of community participation, data disaggregation, using feedback to improve program delivery, or other aspects? (See the [Equitable Evaluation Initiative](#) for more information.)

NOTE: Short-term outcomes are outcomes that will be achieved during the performance period of the grant. Long-term outcomes detail the impact that grant will have beyond the performance period of the grant. More information on outcome types is available in the grant portal.

OTHER IMPACTS

If there are any other impacts not noted under outcomes that you would like to share, please take the opportunity to include them here (e.g., inform broader policy, produce health care savings, potential replicability in other areas, or potential for sustainability beyond the grant period).

ADDITIONAL DOCUMENTS

In addition to answers to these questions, applicants will provide budget information and other proposal materials through [the grant portal](#). This includes a list of required attachments, including:

1. A cover letter signed by the president or authorized official of the applicant organization

2. List of board of directors with affiliations
3. Current annual operating budget, including expenses and revenue
4. Most recent annual financial statements (audited or independently reviewed, if available)
5. Organizational chart
6. Detailed project budget (in Excel or as a PDF, [see template and sample here.](#))
7. Budget narrative (may be included within the detailed project budget or attached as a separate document)
8. Letters of support from other organizations demonstrating collaboration and affirming need for the project
9. Workplan (optional if already described in the appropriate field in the application)
10. Evaluation approach

Please [log in](#) to get started, and [view our RFP](#) for more information about our priorities and required organizational documents.