

**2025 BEHAVIORAL HEALTH  
INITIATIVE  
REQUEST FOR PROPOSALS**

**MICHIGAN HEALTH  
ENDOWMENT FUND**

GRANT TIMELINE	
<b>MARCH 3, 2025</b>	Grant portal opened for applicants
<b>MARCH 13, 2025</b>	RFP Informational Webinar at 11:00 a.m. ET
<b>APRIL 2, 2025</b>	Concept papers ( <b>two pages max</b> ) due by <a href="#">email</a> at 5:00 p.m. ET (strongly encouraged)
<b>MAY 7, 2025</b>	Applications due by 5:00 p.m. ET
<b>SEPTEMBER 3, 2025</b>	Awards announced
<b>OCTOBER 1, 2025</b>	Projects may begin on or after this date (limited to two years)

**A. PROGRAM OVERVIEW**

The Behavioral Health grant program aims to improve access to effective mental health and substance use disorder (SUD) services for Michigan residents.

**PRIORITY AREAS**

We are most interested in funding projects that address these priority areas:



Implementation of **innovative care delivery models**



**Multisector responses** aimed at developing and strengthening local systems of care for mental health and SUD and supporting efficient entry to treatment



Use of **innovative technology** to improve access to care and/or quality of care



Implementation of **team-based approaches to care**, including integration at the point of care, sharing health information among providers, and increased provider consultation

A competitive proposal will focus on a specific target population and include local data and community input to illustrate the need for the intervention. The Health Fund prioritizes projects that focus on expanding access to behavioral health services through evidence-informed interventions and support target populations, including children, older adults, and youth experiencing foster care. We will be looking for projects that clearly describe their impact in improving access to behavioral health and health outcomes.

Enhancements to the behavioral health workforce and deeper integration of behavioral health services among care teams and into other settings are important themes that run through all four priority areas. Activities advancing these themes may strengthen a proposal.

Examples of previously funded projects can be found in our [Grant Database](#) or on the [Behavioral Health Initiative](#) page.

### **PROMOTING HEALTH EQUITY AND ADDRESSING DISPARITIES**

Across all priority areas, the Health Fund seeks proposals that promote health equity and address disparities. What does that look like? Equitable programs:

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

### **CONSIDERATIONS**

**All proposals should aim to develop new programming, expand existing programming, or introduce innovative enhancements into existing programs. We will not provide support for ongoing operation of existing programs.**

## **B. ELIGIBILITY AND GRANT AMOUNT**

### **ELIGIBILITY**

Nonprofits, federally recognized Tribes, local units of government, and the State of Michigan are eligible for grants. To be eligible to apply for a grant under this initiative, applicants must:

- Be recognized by the Internal Revenue Service as a tax-exempt organization;
- Serve Michigan residents;
- Have a current certified financial audit or independently reviewed financial statements; and
- Have at least one FTE.

### **EXCLUDED FROM FUNDING CONSIDERATION**

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Clinical research                                   | <input checked="" type="checkbox"/> Lobbying activities  |
| <input checked="" type="checkbox"/> Loans   | <input checked="" type="checkbox"/> Tuition costs and related fees   |
| <input checked="" type="checkbox"/> Health-related emergencies*                         | <input checked="" type="checkbox"/> Organizations that discriminate because of age, race, ethnic origin, religion, sexual orientation, disability, or gender |
| <input checked="" type="checkbox"/> Capital projects                                    |  |
| <input checked="" type="checkbox"/> Litigation  |  |
| <input checked="" type="checkbox"/> Ongoing or existing program operations and staffing |  |

\* The Health Fund might in some situations consider support to address longer-term rebuilding or other needs following emergency situations.

## GRANT AMOUNT

The Health Fund anticipates awarding grants between \$50,000 to \$500,000. We welcome proposals toward the smaller end of that range. Applicants 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, along with any other associated program revenue.

An organization may apply for a grant no larger than 20% of its annual operating budget. Fiduciary or financial sponsor agreements may be considered for small organizations to meet the budgetary or eligibility requirements listed above. We welcome ideas from all types of eligible organizations, regardless of size or funding request.

**The Health Fund recognizes the importance of supporting indirect expenses and encourages organizations to request the maximum amount to support those costs.**

Applicant organizations with annual operating budgets less than \$10 million may request indirect costs up to 30% of the total grant budget. Applicant organizations with annual operating budgets at or above \$10 million may request indirect costs up to 20% of the total grant budget. The percentage is based on the primary applicant's operating budget size. The indirect cost line item should include indirect costs for all project partners.

## C. REVIEW CRITERIA AND EVALUATION

### REVIEW CRITERIA

Here's what we look for when program staff and subject matter experts review proposals. **All proposals must clearly describe how the project will improve access to mental health or substant use disorder (SUD) services.** Additional review criteria is listed below. 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 (not a prioritized list):

- **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 leverage of external resources.
- **Empowering communities.** The project empowers communities to support their ongoing health needs or address challenges, and it engages community leaders and members to share in decision-making.
- **Health equity.** The project benefits the populations most affected by the health issue, removes barriers to health, empowers communities to support their ongoing health needs or address challenges, and engages with community leaders to share in program design and decision-making.
- **Innovation.** The project supports new or significantly enhanced programs or strategies. Requests for the continuation of existing programming or general operating expenses will not be competitive.
- **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 or quality of life.
- **Strategic alignment.** The project aligns with the [Health Fund's mission](#), strategies, and goals and with the priorities in this RFP.

## EVALUATION

To be considered for funding, all proposals **must** have evaluation plans including measurable health outcomes that improve access to behavioral health services, with the understanding that all health outcomes may not be achieved within the grant period. While some outcomes are specific to your program or project, the Health Fund strongly encourages applicants to use indicators that can speak to the effectiveness of the interventions as it relates to individual or systems-level changes, behavioral, or biological changes. These indicators include:

- Expanded service availability
- Enhanced service engagement
- Positive behavioral and social outcomes
- Improved physical health related to behavioral health
- System integration
- Service experience and prevention

**Some projects may focus on system-level changes that facilitate access to behavioral health services for individuals. For these projects, a detailed qualitative evaluation should describe the systemic impacts of the project.**

All proposals are required to submit a document outlining a proposed project evaluation approach. This document should not exceed three pages in length. This evaluation approach could be a logic model, 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). Evaluation templates are provided [here](#).

## D. APPLICATION PROCESS

### KEY STEPS

1. Submit a concept paper to [grants@mihealthfund.org](mailto:grants@mihealthfund.org) by **5:00 p.m. (ET) on April 2**.
2. Applicant receives initial feedback, including whether the concept is likely to be competitive.
3. Apply using Health Fund [grant portal](#) by **5:00 p.m. (ET) on May 7**.
4. Applications are reviewed by program staff and subject matter experts. We may follow up with clarifying questions.
5. Awards are announced **on September 3**.

### CONCEPT PAPERS

We know proposals that have a concept paper are more competitive, so we ask that we learn more about your idea before you submit a proposal. If you decide to send a concept paper, please address the following **in up to two single-spaced pages**:

- Intended Health Fund grant program or initiative
- Project title and organization name
- Project start date and end date
- Geographic reach of project, area the project intends to serve
- Problem statement or key issue you aim to address
- Brief overview of the project, including potential impact — short- and long-term.
- Key collaborative partners and responsibilities of each partner
- Estimated budget (Note: a detailed budget breakdown is not required in the concept paper. However, please include an overview of what the budget would cover.)

Program staff aim to provide feedback on all concept papers within three weeks of submission. Concept papers need to be submitted to [grants@mihealthfund.org](mailto:grants@mihealthfund.org) before **5:00 p.m. on April 2, 2025**, and be **no more than two single-spaced pages** to be considered. We will not review concept papers submitted after the deadline.

## **APPLICATIONS**

Applications must be submitted electronically through the Health Fund website [using the grant portal](#).

Please note: You will need an account to create and submit an application. If you have not registered with our Fluxx portal before, you can request an account on the grants portal home page. New accounts must be requested at least two business days before the application deadline. Once your account is approved you will receive login credentials via email.

While the grant portal does not have a word limit function, we require applicants to keep the total narrative within the equivalent of 10 standard pages. The Health Fund also reserves the right to confidentially share proposals with external reviewers and other foundation partners.

**Full proposals must be received by 5:00 p.m. on May 7, 2025. Proposals submitted after the deadline will not be considered.**

## **E. 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 more information on past program grants, please visit the [Behavioral Health Initiative](#) page on our website. For more information on our grantmaking, view our [Frequently Asked Questions](#).

If you have further questions, please contact a Behavioral Health program team member. Contact information can be found by visiting [mihealthfund.org/about/staff](http://mihealthfund.org/about/staff).

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