



MICHIGAN HEALTH

ENDOWMENT FUND

2025 Nutrition & Healthy Lifestyles Initiative

**Request for Proposals
Overview**

March 10, 2025



WEBINAR AGENDA

- Welcome & introductions
- Brief overview of concept paper process and timeline
- Priority areas, review criteria, & indirect expenses
- *Remember: Ask questions in the Zoom Q&A Box*

HEALTH FUND TEAM



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WELCOME!

- This webinar is being recorded. The recording will be available on our website later this week.
- Your line is muted – this helps reduce background noise.
- If you have questions, concerns, or issues with *webinar logistics* please use the **Chat Box** in Zoom – it is being monitored.
- If you have questions about the *RFP*, we will address them throughout the webinar. However, submit questions at any point via the **Q&A Box** in Zoom. Feedback on individual concepts will be provided in responses to concept papers.



TIMELINE AND OVERVIEW

The aim of the Nutrition & Healthy Lifestyles Initiative is to address critical nutrition and lifestyle challenges that negatively impact Michigan children and older adults.

Grant amount:	Up to \$500,000
Time period:	Up to two-year grants
Concept papers due:	March 20 th , 2025, 5:00 p.m. ET
Full application due:	May 1 st , 2025, 5:00 p.m. ET
Awards announced:	September 3 rd , 2025

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

CONCEPT PAPERS

Strongly Encouraged!

No more than two-pages, single-spaced! Reviewed as they are received (*applicants will receive feedback on their concept paper no later than by April 11th*).

Concept papers must be submitted by **March 20th**.

Please address the following:

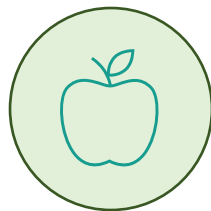
- Brief overview of the initiative, including proposed impact
- Key collaborative partners
- Draft budget

APPLICATIONS

1. Apply using Health Fund grant portal by 5:00 p.m. (ET) on **May 1st**
2. Applications are reviewed by program staff and subject matter experts. We may follow up with clarifying questions.
3. Awards will be announced on **September 3rd**.

PRIORITY AREAS

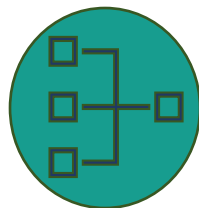
The Nutrition & Healthy Lifestyles Initiative has identified priority areas for this year to complement [the Health Fund's Strategic Plan](#). These are presented for your consideration as you develop your proposal.



FOOD ACCESS



BUILT ENVIRONMENT



FOOD SYSTEMS



PHYSICAL ACTIVITY



Q&A PART 1

- To ask a question, select the Q&A icon on your screen and type your question.
- Please don't pitch specific ideas—submit a concept paper!
- We will have additional Q&A time at the end.

REVIEW CRITERIA: WHAT WE LOOK FOR

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 challenges, and it engages with community leaders 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 challenges, and engages with community leaders to share in program design and decision-making.

INNOVATION. The project supports new or 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 the RFP.

A NOTE ON INDIRECT COSTS

We consider overhead or indirect costs to be expenses that are necessary for an organization to support a project but not directly related to execution of the project.

Some examples:

- **Administrative office functions:** finance and accounting support, human resources, general IT services, and fundraising
- **Costs to operate the organization's physical office or space:** rent and occupancy expenses, and utilities
- **General business expenses:** hardware, software, or equipment necessary for normal business operations; bank and credit card fees; and 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

INDIRECT COST POLICY

- Applicant organizations with annual operating budgets **less than \$10 million** may request **up to 30%** of the total grant request
- Applicant organizations with annual operating budgets **at or above \$10 million** may request **up to 20%** of the total grant request
- The maximum is calculated on the **total request amount**, not the total direct costs. Example:
 - If an organization applies for a \$100,000 grant, they can request up to \$20,000 or \$30,000 of that for indirect costs, depending on the size of their annual operating budget.

CAPACITY BUILDING: NON-GRANT RESOURCES

- Catchafire
- Data & Evaluation Mini-Lessons
- PolicyMap

More information is shared here. Scan the QR code:





Q&A PART 2

- To ask a question, select the Q&A icon on your screen and type your question.
- Please don't pitch specific ideas—submit a concept paper!
- We will answer as many questions as time allows.
- In a few days, we will post a FAQ document to our website, including those we don't have time to answer.

KEY CONTACTS

Nutrition & Healthy Lifestyles:

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Capacity Building:

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Application Process*:

Grants Management: grants@mihealthfund.org

**Concept papers, Fluxx questions, general grant process wisdom*