



2018 NUTRITION AND HEALTHY LIFESTYLES INITIATIVE

A. NUTRITION AND HEALTHY LIFESTYLES PROGRAM OVERVIEW

Lack of physical activity, poor nutrition, and childhood obesity are major concerns in communities throughout Michigan and across the United States. Childhood obesity rates have [more than tripled](#) in the past 30 years, and as a result, the World Health Organization [has referred](#) to childhood obesity as “one of the most serious public health challenges of the 21st century.” According to the 2017 State of Obesity Report, Michigan still [ranks in the top 10](#) in the nation for highest rates of obesity at 32.5%.

Additionally, while Michigan is the second most agriculturally diverse state in the nation, more and more Michigan residents—including a significant number of children—live in lower-income and/or rural communities with limited access to the fruits and vegetables they need to ensure good health and nutrition. Feeding America’s [Map the Gap project](#) estimates that almost 1.5 million (roughly 15%) of individuals living in Michigan are food insecure, while the food insecurity rate among children is even higher at 18%.

Lack of access to affordable and nutritious food has serious implications for the health of our children and families, as does the lack of opportunities for wellness and physical fitness programs. The number of adults and children who experience health issues as a result of these factors will continue to grow. While there is a significant amount of work happening throughout the state to address the issues named above, there is a lack of collaborative effort among groups and organizations to address nutrition or food access, security, and equity.

The aim of the 2018 Nutrition and Healthy Lifestyles Initiative is to identify and support innovative projects that are directly linked to nutrition education; food access, security and equity; and health and wellness. Priority will be given to projects that have an emphasis on children, but the Health Fund recognizes that family involvement is a key component to healthy behavior change.

The Health Fund is seeking proposals from qualifying nonprofit organizations and public agencies in a number of categories including, but not limited to:

- Implementation of innovative models for nutrition, physical fitness, or other wellness programs in a school, community, or organizational (nonprofit) setting that are evidence-based, emerging, or promising practices. This could include a pilot program in a targeted region.
- “Food as Medicine” programs that focus on access and nutrition as a means to manage or prevent chronic health conditions.
- Expansion or replication of successful food access and equity projects that take innovative approaches to current food access issues.
- Wellness or fitness programs that engage individuals or populations that may not otherwise be able or inclined to participate.
- Innovative projects that incorporate nutrition and wellness into broader life or career skills development that can lead to improved health and financial stability for the target population of children and/or adolescents.
- Community or regional collaborative efforts that focus on addressing nutrition or food access and security.
- Proposals that utilize technology to improve food access or enhance wellness and fitness.
- Innovative approaches to influencing healthy behaviors specific to healthy choices and increasing physical activity in children.
- Programs that target early childhood intervention and education specific to nutrition and wellness.
- Projects specific to nutrition and/or food access, equity, or security that could influence policy change.

The Health Fund expects that all funded projects will be based on the principles of inclusion and freedom of choice.

2018 NUTRITION AND HEALTHY LIFESTYLES INITIATIVE TIMELINE

October 26, 2017	Grantee Portal opened for applicants
November 16, 2017	Concept papers due by 5 p.m. (strongly encouraged)
December 11, 2017	Applications Due by 5 p.m.
March 2018	Awards Announced
April 2018	Grants Processed

B. ELIGIBILITY AND CRITERIA

To be eligible to apply for a grant under this initiative, a nonprofit organization must:

- Be recognized by the Internal Revenue Service as a nonprofit organization,
- Be based in Michigan,
- Show capacity to measure inputs and outcomes,
- Have a current certified financial audit, and
- Have at least 1 FTE.

Local units of government and the State of Michigan are also eligible to apply.

IN ORDER TO BE CONSIDERED FOR A GRANT, A PROPOSAL MUST:

- Support new or enhanced programs or strategies. Proposals will not be considered if funds would be used to maintain an existing program, or used solely to fill a budget gap for current services.
- Identify a clear path to long-term sustainability. Applicants must demonstrate how the grant activities would be sustained outside the grant period. This could include strategies that seek to inform public policy.

PROPOSALS THAT FIT THE FOLLOWING CRITERIA WILL BE GIVEN PREFERENCE:

- Have strong potential to achieve significant long-term impact by implementing effective models or supporting needed innovation;
- Aim to improve health outcomes and reduce health care costs;
- Offer opportunities for collaboration and other forms of leverage;
- Address underlying social and root causes of poor health;
- Focus on groups, populations, or communities that face disproportionate barriers to improved health;
- Support person-centered care and engage and empower individuals and communities to take an active role in creating a culture of health;
- Provide opportunities for learning and knowledge dissemination; and
- Offer opportunities to inform public policy.

THE FOLLOWING ARE EXCLUDED FROM FUNDING CONSIDERATION:

- Health-related emergencies (though the Health Fund might in some situations consider support to address longer-term rebuilding or other needs following emergency situations);
- Clinical research;
- Capital projects;
- Ongoing program operations and staffing;
- Loans;
- Litigation;
- Lobbying activities; and
- Organizations that discriminate because of age, race, ethnic origin, religion, sexual orientation, disability or gender.

C. GRANT AMOUNT

The Health Fund expects to award grants ranging from \$200,000 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.

The Health Fund anticipates awarding a total of \$5,000,000 for this initiative.

D. EVALUATION CRITERIA

The Health Fund will use the following criteria in evaluating applications:

- The extent to which the proposed project fits the **mission, strategies, and goals** of the Michigan Health Endowment Fund;
- The potential for the project to achieve significant **long-term impact** by implementing effective models or supporting needed innovation;
- The potential for the proposed project to have a **measurable impact** in improving health;
- The ability of the proposed project to address an unmet need and focus on populations that face **disproportionate barriers** to improved health;
- The potential for the project to be **sustainable** after the end of the grant period, if appropriate;
- The applicant's demonstration of **collaboration** including leveraging of other resources; and
- The potential for **replication** in other settings, including opportunities for learning, **knowledge dissemination**, and to inform **public policy**.

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

E. APPLICATION PROCESS

Applications must be submitted electronically through the Health Fund website using the Grantee Portal. [Click here to access the portal.](#) **The portal requires you to use Google Chrome.**

Applicants will first be required to create an account. It may take up to 48 hours for your account to be approved. Once approved, you will receive login credentials via email.

While the grantee 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.

The Health Fund strongly encourages concept paper submissions of up to 2 pages, including a draft budget, 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 a concept paper is submitted, please be sure to include:

- Brief overview of the proposed initiative, including proposed impact;
- Key collaborative partners;
- Information specific to sustainability of the initiative; and
- Budget draft.

Concept papers should be sent to laurie@mhealthfund.com and **must be submitted any time before 5:00 p.m. on November 16, 2017.**

Full Proposals must be received by 5:00PM on Monday December 11, 2017. Proposals submitted after the deadline will not be considered.

APPLICANTS WILL BE ASKED TO PROVIDE THE FOLLOWING INFORMATION:

- An executive summary of your proposed grant activities, including the outcomes you hope to achieve. This should include a description of what success would look like at the end of the grant.
- The communities or geographic region(s) the project intends to target.
- Brief summary of how the project aligns with your mission and organizational priorities.
- What health problem(s), challenge(s) or need(s) do you propose to address? Provide documentation of the defined need(s) within the target population and the number of individuals who will be impacted by the proposed activities.
- Describe the specific activities you propose to conduct and how these activities will impact the target population, including measurable objectives and key tasks and activities linked to the objectives with timeframes.
- What are the expected impacts, along with short-term and long-term outcomes of your proposed initiative?

- How and with whom will the organization collaborate on this project?
- How will the project potentially be useful for other organizations or in impacting healthcare delivery or policy?
- How will the proposed activities be sustained after the grant period?
- A budget that describes costs by category.

Required Attachments:

- 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 (independently audited, if available).
- Letters of support should verify project need and collaboration with other organizations. (Optional)
- Annual report, if available.
- Organizational chart, including board and staff.

F. GRANTEE OBLIGATIONS

If awarded, applicants must agree to:

- Identify the Michigan Health Endowment Fund as the source of funding in any program communications;
- Set specific outcomes for the proposed program, monitor progress toward achieving expected outcomes, and report progress on a regular basis to the Health Fund;
- Participate in any data collection and evaluation activities conducted by the Health Fund and its contractors; and
- Participate in grantee gatherings and other activities that support dissemination of knowledge.

G. 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 our grantmaking, view our [Grantmaking at a Glance \[PDF\]](#) and [Frequently Asked Questions](#).

If you have further questions please contact Health Fund staff at info@mhealthfund.com or by phone at (517)374-0031.