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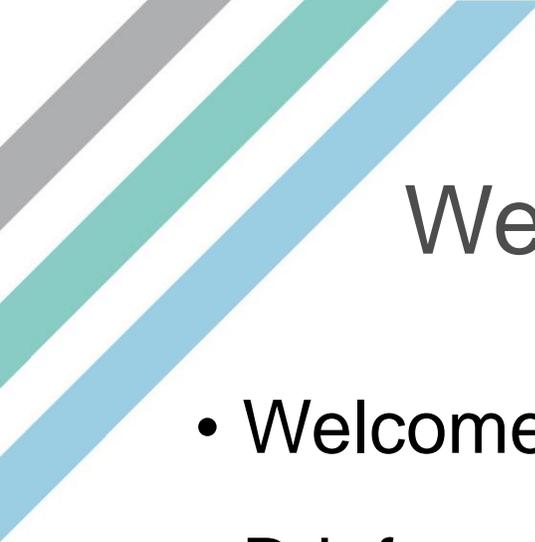
2022 Community Health Impact

Request for Proposals Overview

November 18, 2021

Welcome!

- This webinar is being recorded! The recording and the slides will be available on our website.

- Your line is muted to help 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 at the end of the webinar. However, submit questions at any point via the Q&A Box in Zoom.

Webinar Agenda

- Welcome and introductions

- Brief overview of 2022 Community Health Impact RFP

- Overview of concept paper process and RFP timeline

- Evaluation overview

- Other helpful tips

- *Remember: Ask questions in the Zoom Q&A Box*

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Health Fund Squad

Megan

Veronica

Liz

Murphy

Marchese

Gordillo

Senior Program Officer, Community Health Impact

Grants Manager

Liz G. Consulting LLC

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Welcome to our new CEO – Neel Hajra!


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Intent of the 2022 Community Health Impact Initiative

1. **Collaboration**: Increase or improve collaboration among providers, service agencies, the business community, and community-based organizations within a community to address health issues in a sustainable way

2. **Community-based Programming**: Provide resources to help empower communities to solve their most pressing health issues, by providing the resources needed to successfully implement health-focused, community driven interventions.

3. **Capacity Building:** Assist health-focused, community-based organizations in becoming stronger, more effective institutions within their community by meeting basic organizational needs, allowing them to spend more time and energy focused on their mission and collaborative efforts.

Collaboration Planning Grants

- Collaboration planning grants will support community-based and community-led work that creates a sustainable foundation for cross-sectoral collaboration and coordination designed to spur progress on a key health issue(s).

- Projects should target a specific place such as a neighborhood, school(s), city, county, or region and/or a specific group within a defined geography.

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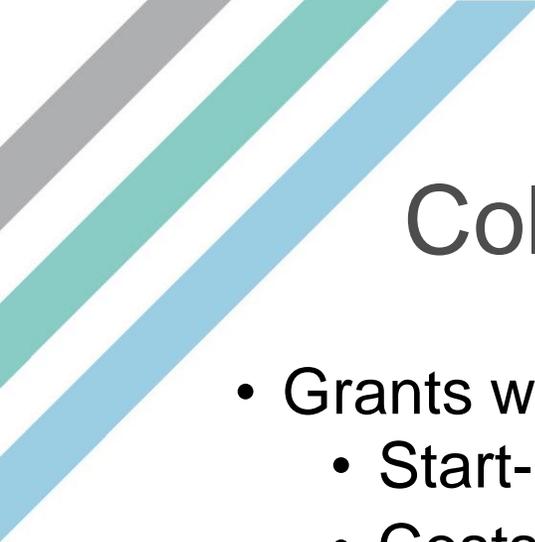
Collaboration Planning Grants

- Grants will help with:
  - Start-up costs for new cross-sector collaborative efforts
  - Costs associated with existing groups seeking to work together in new or different ways.

- Proposals should focus on building the structure and capacity of the collaborative as a whole

- Applicants are encouraged to:
  - Use an existing framework or model for collaboration; and
  - Work with a neutral party, such as a consultant or facilitator, throughout the planning and design process.
  - Engage community members in the process

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COLLABORATIVES OUTCOMES

SHORT-TERM OUTCOMES
Reporting starting at 6 months.

OUTCOME	DEFINITION
1. Aligned community vision or strategy to address health disparities, social determinants of health, or the 8 focus areas	1. Organizations come together around a common vision or strategy addressing the areas listed
2. Nonprofits are more networked with collaborative partners	2. Organizations that work toward similar outcomes are aligned or integrated reducing service duplication leading to seamless experiences for end users
3. Barriers to effective collaboration or coordination are identified and reduced or eliminated	3. Issues are addressed that keep organizations from working together
4. More community leaders	4. Leaders are developed that represent the communities they serve
5. Improved ability to organize and analyze data to inform direction of collaborative	5. Increasing an organization or network's ability to use data

LONG-TERM OUTCOMES
Reporting starting at 12 months.

OUTCOME	DEFINITION
1. Increased capacity to address targeted health outcomes by ecosystem	1. Having more access to tools, materials, resources, or knowledge to target health outcomes by community (geographical or topical). Topical communities focus on a particular population (ex. Children with diabetes) or a particular topic (ex. heart disease or mental health).
2. Ability to demonstrate long-term health impacts	2. Increasing an organization or network's ability to use data or other means to show impacts to end users of health outcomes
3. Trust built between organizations	3. Organizations and/or networks show increases in indicators of trust (ex. Sharing data, entering into formalized agreements, surveying members about trust of the network)
4. Robust backbone organization	4. An effective and strong backbone organization. A backbone organization is one that supports a collective impact initiative. For more information see here: https://www.fsg.org/blog/evolving-our-understanding-backbone-organizations
5. Sustainable collaborative	5. The collaborative has the financial, personnel, and materials necessary to continue functioning.
6. Reduced organizational turnover within the collaborative	6. Organizations stay in the collaborative
7. Nonprofits are more networked within their place (geographic or topical)	7. Organizations that work toward similar outcomes are aligned or integrated reducing service duplication leading to seamless experiences for end users
8. Collaborative members become go-to resource	8. Members become leaders about their area of focus (geographical or topical)

Community-Based Implementation Grants

- These grants are intended to help build stronger, healthier communities around the state by being responsive to community needs and providing the resources to create a healthier place.

- Projects should target a specific place such as a neighborhood, school(s), city, county, or region and/or a specific group within a defined geography.

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Community-Based Implementation Grants

- Funding for projects that address an of the Health Fund's eight focus areas or health disparities.
- Priority will be given to projects that:
  - Target children or older adults; and
  - Clearly demonstrate a strong collaborative effort between organizations with a shared vision or goal to address the health issue
- Applicants will be asked to provide:
  - Community-level data, when possible, to identify and explain the health need; and
- Applicants are highly encouraged to incorporate community input in the planning, design, and/or implementation of the program.

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COMMUNITY-BASED OUTCOMES

SHORT-TERM OUTCOMES
Reporting starting at 6 months.

OUTCOME	DEFINITION
1. Improved pre-cursers to health outcomes for program participants	1. Enhancing or increasing healthy behaviors and/or social outcomes that lead to health outcomes in the long-term
2. Community engaged in development, implementation, and/or evaluation of solutions	2. Organizations or individuals participate in making, running, or assessing a program; the program is designed or improved using the community
3. Improved ability to engage with community	3. Having more tools, resources, or expertise to work with community (ex. organizations, individuals, neighbors)
4. Evaluation is integrated and implemented	4. Evaluation is a part of programming and used to drive decision-making
5. Improved or increased service coordination	5. Organizations that work toward similar outcomes are aligned or integrated reducing service duplication leading to seamless experiences for end users

LONG-TERM OUTCOMES
Reporting starting at 12 months.

OUTCOME	DEFINITION
1. Maintenance or improvement of health outcomes for program participants	1. End users experience improved health outcomes
2. Use of community engagement solutions in other identified health issues	2. Using an intervention developed for one issue area (ex. Obesity) and repurposing it to work on another health issue (ex. Diabetes)
3. Evaluation is maintained with community engagement partners	3. Participatory evaluation will continue
4. Service coordination is improved or maintained	4. A network of organizations continues to work together to reduce duplication and make access to differing organizations seamless beyond the life of the grant
5. Community-based solution is implemented or maintained	5. Solution developed, implemented, or evaluated with community (ex. Organizations, individuals, neighbors) continues beyond the life of the grant

- Clearly explain your project and the issues it will address.

- Collaboration is essential.

- Health outcomes are key.

- Community input leads to stronger programs.

- Sustainability is more than a buzzword.

- Address how your project aligns with the priorities outlined in the RFP.

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Collaboration and Community Based Programming Grants

Eight focus areas:

Access to Healthy Foods

Foodborne Illness Prevention

Infant Mortality

Technology Enhancements

Behavioral Health Services

Health Related Transportation

Health Services for Foster and Adopted Children

Wellness and Fitness

Grant amount: Up to $100,000

Time period: Up to two-years

Eligible applicants: Nonprofit and governmental agencies

Due: January 25, 2022, by 5 pm

Full RFP: **www.mihealthfund.org**

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Capacity Building Grants

- Capacity grants are designed to increase health-focused, community-based organization's effectiveness or sustainability across Michigan.

- Grants up to $50,000 for expenses that will help an organization reach a specific goal

- One-year grant period

- Priority given to organizations with operating budgets under $5,000,000 and that have an explicit focus on health issues aligned with the Health Fund's eight focus areas

Examples of Capacity Building Grants

- Communications/marketing
- Evaluation and learning
- Financial management
- Sustainability planning
- Staff or board leadership development
- Strategy development
- Succession planning
- Merging of resources or administrative functions between nonprofits
- Creating processes and systems for stronger community engagement

The following will not be considered:

- Projects that can be completed
- through your Catchafire membership
- Ongoing operational expenses or filling budget gaps
- Hiring development or other new staff
- Grant writers
- Routine strategic planning
- Health needs assessments
- Increased testing capacity for COVID

- Startup funds for a new nonprofit
- Vehicles (including new vehicle purchases, maintenance, tires, depreciation, etc.)
- Endowment contributions
- Regranting
- Fundraising strategy
- Equipment, capital expenses
- Other expenses as outlined in the RFP

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CAPACITY BUILDING OUTCOMES

SHORT-TERM OUTCOMES
Reporting starting at 6 months.

OUTCOME	DEFINITION
1. Organization is better able to serve clients or stakeholders	1. Increase time, materials, or knowledge to better work with clients or stakeholders
2. Organization is better able to implement new evidence-based practices	2. Increase time, materials, or knowledge to implement an EBP
3. Increased efficiency in internal and/or external facing processes	3. Improve operations or capabilities either internal to an organization or external (for networks of collaboratives)
4. Increased partnerships	4. Increase the number or quality of partnerships for an organization
5. Improved organization leadership and/or executive coaching	5. Gain leadership skills or executive coaching for leadership
6. Enhanced and integrated evaluation activities	6. Evaluation is used to make decisions about program, project, or grant implementation

LONG-TERM OUTCOMES
Reporting starting at 12 months.

OUTCOME	DEFINITION
1. Organization is better able to serve clients/stakeholders	1. Increase time, materials, or knowledge to better work with clients or stakeholders
2. Organization is better able to fulfill its mission	2. Increase time, materials, or knowledge to better align work with mission.
3. Built financial organizational sustainability	3. The organization, entity, or collaborative has the financial, personnel, and materials necessary to continue functioning.
4. Sustained operational improvements/permanent changes	4. Processes and procedures started because of the capacity building work are maintained
5. New or increased financial contributions	5. Increase in funding
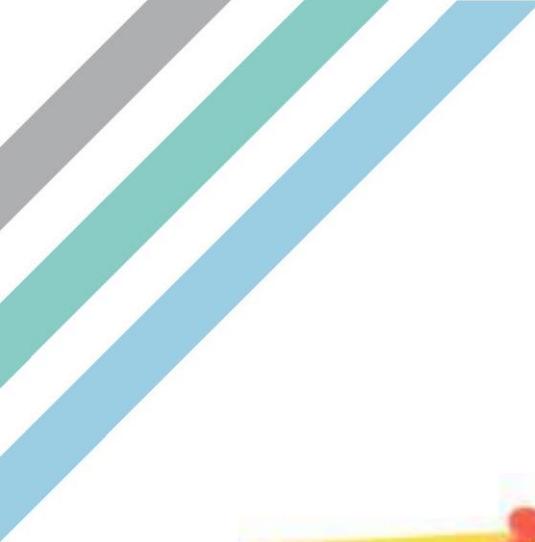
- Start with an organizational assessment.

- Clearly explain your project and the internal capacity issues it will address.

- Anticipated organizational improvements should be clear.

- Make use of resources already at your disposal.

Helpful Tips

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Need help getting started?

Here are some resources to help identify where to focus your capacity building request based on your organizational needs:

- The **Organizational Mapping Tool** (OMT): https://www.fordfoundation.org/work/our-grants/building-institutions-and-
- networks/organizational-mapping-tool/

- **The National Council of Nonprofits** has a list of organizational self-assessment tools: https://www.councilofnonprofits.org/tools-resources/organizational-self-assessments

- Hewlett Foundation's **Guide to Organizational Capacity Assessment Tools:** https://hewlett.org/wp- content/uploads/2017/11/A-Guide-to-Using-OCA- Tools.pdf

2022 Capacity Building Application Deadlines

The 2022 cycle opened on November 9, 2021. Applications will be accepted on a rolling basis.

Proposal consideration will be based on the following deadlines:

CYCLE 1	CYCLE 2	CYCLE 3
December 7, 2021 Concept papers due	**April 21, 2022** Concept papers due	**July 28, 2022** Concept papers due
January 25, 2022 Proposals due	**May 19, 2022** Proposals due	**August 18, 2022** Proposals due
May 12, 2022 Awards announced	**August 11, 2022** Awards announced	**November 10, 2022** Awards announced

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Concept Papers

- **Concept papers are optional, but strongly encouraged!**
  - Limited to two single-spaced pages (Word or PDF)
  - Please include the following information, in this order:
    - Project title and organization name
    - Relevant focus area (select up to two)
    - Brief description of the initiative, including proposed impact
    - Key collaborative partners, if any
    - Sustainability beyond the grant period
    - Estimated budget

- **Due Tuesday, December 7th by 5 pm**
  - Concept papers are answered in the order received
  - We cannot guarantee feedback for concept papers received after the deadline

Timeline and Process

Key Dates:

Concept Papers Due (optional):   December 7, 2021

Full Proposals Due: January 25, 2022

Awards Made: May 2022

Narrative = 8 pages or less for collaborative or community based, 5 pages for capacity building

You must register in our online grants portal (https://mhef.fluxx.io) to submit an application.

Please use Google Chrome.

A Note on Indirect Costs

- Indirect costs are costs necessary for an organization to support a project or program and essential for effective management of the organization but are not directly related to the execution of a particular project or program.

- Indirect costs include, but are not limited to:

  - Administrative office functions (i.e., finance, accounting, HR, and general IT services)

  - Costs to operate the organization's physical office or space (i.e., rent, utilities, janitorial services)

  - General business expenses (i.e., hardware, bank fees, 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

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Evaluation at the Health Fund

- We're focused on learning and impact, not monitoring

- We value multiple approaches to evaluation

- We value storytelling

- Outputs *and* outcomes matter!

- Tell us how you'll know you were successful.

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Outcome Considerations

Short-term outcome reporting will begin at 6 months from the start of the grant

Long-term outcomes reporting will begin at 1 year from the start of the grant

Some considerations when selecting your outcomes:

☑ It should **directly measure** outcomes related to activities in your program.

☑ It should be a measure that will also **help you make decisions** about the success and areas of improvement for your program.

☑ It should be something that will **change over time** (not something that is done or will remain constant).

☑ You can measure this in whatever way (quantitative and qualitative measures) makes the most sense to your program, but it **must be measurable**.

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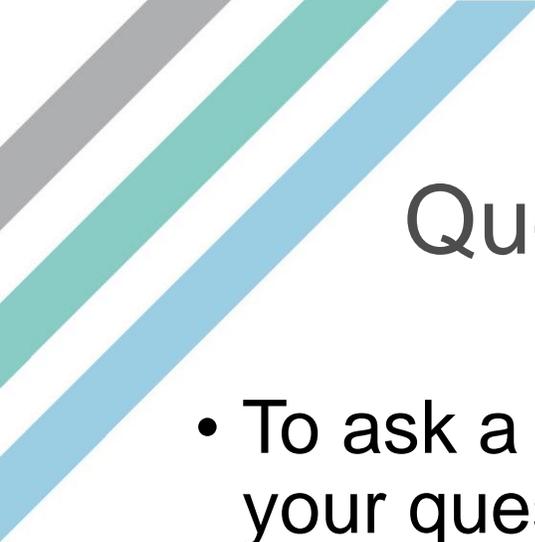
Questions and Answer Session

- 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.

- More info can be found on our website: www.mihealthfund.org

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Who should I contact if I have more questions?

Specific organizational or project questions:	Megan Murphy	megan@mihealthfund.org
Application process and timeline:	Grants Management Team	rfp@mihealthfund.org
Evaluation and Outcomes	Megan Murphy or Liz Gordillo	megan@mihealthfund.org lizg@lizgstrategy.com

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