

# 2022 MATERNAL AND INFANT HEALTH INITIATIVE REQUEST FOR PROPOSALS

**MICHIGAN HEALTH  
ENDOWMENT FUND**

## Grant Timeline

<b>June 13</b>	Grant portal opened for applicants
<b>June 30</b>	Concept papers due by 5 p.m. (strongly encouraged)
<b>August 16</b>	Applications due by 5 p.m.
<b>November 11</b>	Awards announced

## A. PROGRAM OVERVIEW

### MISSION

The mission of the Michigan Health Endowment Fund is to improve the health and wellness of Michigan's children and older adults.

To achieve this mission, the goal of the Maternal and Infant Health Initiative is to reduce disparities and improve outcomes for infants and their mothers.

### PRIORITIES

The 2022 Maternal and Infant Health Initiative is seeking projects that address the priority areas listed below and improve outcomes for infants and their mothers by improving access to care for women, girls, and infants. Projects must incorporate at least one of these categories:



Address **Service Delivery Environment** barriers to improve access to equitable health care for girls, women, and mothers through improved integration of medical, behavioral, public health and social services. This may also include targeted provider training to improve care delivery.



Increase access to **Protective and Clinical Interventions** including improved screening before, during and after pregnancy for health risks, as well as referral and connection to treatment or services.

A competitive proposal will focus on a specific target population and include local data to illustrate the need for the intervention. Projects may build on local or regional work and priority will be given to projects that align with the Health Fund's mission and goals and promote health equity for infants, girls, and women.

### OFFICE HOURS

We are excited to offer opportunities for applicants to speak with and ask questions of a member of the Health Fund program team prior to submitting a concept paper. Office hour Zoom calls will be fifteen-minute conversations to answer grant cycle-related questions. This is not an opportunity to pitch concepts and should not replace the submission of a concept paper. Participation in office hours will not impact the status of a proposal.

Please [register here](#) for an opportunity to speak with the team.

## B. APPLICATION PROCESS

### CONCEPT PAPERS (DUE JUNE 30, 2022)

We **strongly encourage** concept paper submission (not to exceed two pages) for review and feedback by the Health Fund prior to submission of a full proposal. While not required, this may result in a stronger, more competitive proposal that clearly aligns with Health Fund goals.

Concept papers should include the following sections, in this order:

- Organization name
- Project information
  - Title
  - Description of how the project will improve access to care for women, girls and infants—identify the health disparities, challenges, or needs the project will address
  - Information specific to how the project aligns with the priority areas of addressing barriers in the service delivery environment, including better integrating care and services as well as provider training to improve care delivery, and increasing access to protective and clinical interventions, such as improved screenings and helping people connect to the treatment and services they need.
  - List of key partners and expected roles in the project
  - How the project will be sustained and continue to have an impact after the grant period ends
- Estimated budget (detailed budget breakdown is not required, just tell us what the budget will cover)

Send concept papers to [grants@mihealthfund.org](mailto:grants@mihealthfund.org) **before 5:00 p.m. on June 30, 2022**. We will not review concept papers submitted after the deadline.

### APPLICATIONS (DUE AUGUST 16, 2022)

Applications must be submitted electronically through the Health Fund website using the [grants portal](#). **Using Google Chrome**, applicants will first be required to create an account. It may take 48 hours for your account to be approved. Once approved you will receive login credentials via email.

While the grants 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 August 16, 2022. Proposals submitted after the deadline will not be considered.**

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

### BUDGET CONSIDERATIONS

The Health Fund expects to award grants up to \$500,000. An organization may not apply for a grant 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, along with any other associated program revenue.

## C. ELIGIBILITY

Nonprofits, local units of government, and the State of Michigan are eligible for grants. Applicants must:

- ✓ Be recognized by the Internal Revenue Service as a nonprofit organization;
- ✓ Serve Michigan residents;
- ✓ Have a current certified financial audit; and
- ✓ Have at least 1 FTE.

## EXCLUDED FROM FUNDING CONSIDERATION

- ✗ Requests to increase COVID-19 testing or vaccination capacity
- ✗ Requests that are exclusively for the purchase of personal protective equipment
- ✗ Organizations that discriminate because of age, race, ethnic origin, religion, sexual orientation, disability, or gender
- ✗ Ongoing program operations and staffing
- ✗ Health-related emergencies\*
- ✗ Vaccination delivery
- ✗ Clinical research
- ✗ Capital projects
- ✗ Electronic medical record software
- ✗ Loans
- ✗ Litigation
- ✗ Lobbying activities
- ✗ Tuition costs and related fees

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

## D. APPLICATION QUESTIONS

We're including all our application questions here, along with tips to help you create a competitive project and application.

### 1 Project Details

In this section, we ask for the basics: **Project Title**, **Amount of Request**, **Project Start Date**, **Project End Date**, and **Geographic Reach**. Additional details can be found in the [grants portal](#).

### 2 Program Overview

#### A. Statement of Impact

*In four sentences or less, describe this project in terms of improving access to health services for the target population. Think of this as your sales pitch to the board.*

#### B. Project Priorities

*Please select the health priority area(s) that match the intent of your project.*

### C. Target Population

*Who will be served by this project? Please include the number of individuals, locations, or organizations that will be served or impacted by the proposed activities.*

#### WHAT WE'RE LOOKING FOR

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

### D. Tweet About It

*Please describe your initiative in 280 characters or less, as if you were going to share it on Twitter. Be creative and have fun with this!*

## 3 Purpose of the Grant

### A. Defining the Need

*What data supports the need for this initiative/intervention for the target population in the community? What disparities (health outcomes, socioeconomic, racial, access to services etc.) exist in the target community that will be impacted by the intervention?*

#### WHAT WE'RE LOOKING FOR

- Projects that address an unmet need and focuses on populations that face health disparities and disproportionate barriers to improved health.
- Projects that use well-developed, population-specific data and input from the target population to help understand and reduce health disparities.
- Applicants are encouraged to use self-collected data, internal learnings, and community feedback to demonstrate organizational experience and the need for intervention.
- Compare your data to neighboring geographies/districts/populations.

### B. Details of the Initiative

*Please provide more detail about the proposed initiative. This is your chance to elaborate on your initial description (2A). Include details on the long-term impact of the project for the community or target population.*

### C. Workplan

*Upload a workplan that describes the specific activities you propose to conduct. The plan should include major activities, responsible person or entity, timeline for key benchmarks and completion, deliverables, and related health outcomes.*

## D. Collaboration

*Describe who you will collaborate with and what their role(s) will be with this specific initiative. For organizations involved in workplan activities or implementation, please include letters of commitment that outline the roles, resources allocation, and responsibilities of each partner. Please describe how you have or will engage with the target population in the planning, implementation, or evaluation of the project.*

### WHAT WE'RE LOOKING FOR

- Examples of collaboration could include community member involvement, multi-sector partnerships with defined roles related to the project, and how external resources will be leveraged.
- Proposals that focus on one organization will be less competitive.
- Projects that identify and include letters of commitment from implementation or partner sites will be more competitive.
- Proposals that have or will include the people and communities to be served in the planning, implementation, or evaluation of a project will be more competitive.

## E. Organizational Capacity and Experience Engaging the Community

*Provide a brief statement of how this project aligns with your mission, organizational priorities, and community needs. Describe your organizational experience and capacity to lead this project, including internal capacity and external connection with the community or target population.*

## 4 Potential Impact

### A. Measurable Health Impact and Evaluation Plan

*What are the intended short-term and long-term outcomes of your proposed project and how will they be measured? What baseline data will be used to measure progress? At the end of the grant period, how will you determine if the project was successful and who it impacted? Why are those measures good indicators of the effectiveness of your project?*

### WHAT WE'RE LOOKING FOR

- What data sources will you use for your outcomes and how will you access them?
- Projects should prioritize ongoing evaluation and the integration of learning throughout the grant period, not just at the end.
- Outcomes can incorporate both quantitative and qualitative measures.
- What are the long-term goals you intend to achieve and how will this project set those in motion? We recognize that not all outcomes will be realized during the grant period.

## B. Replicability, Scalability, and Systems Change

*How might this project change existing systems or structures to improve service delivery or reduce health disparities (i.e., through collaboration, connectivity, policy change, integration models, etc.)? How will lessons learned be shared with stakeholders to promote replicability?*

### WHAT WE'RE LOOKING FOR

- The project has potential for replication in other settings, including opportunities to learn, disseminate knowledge, and inform public policy.
- Proposals that emphasize how a project will be expanded within a large organization or will be shared with external organizations will be most competitive.
- What actions will be taken to share what you have learned? Will the project lead to easier replication for other organizations?

## C. Sustainability

*Describe how the proposed activities or deliverables will be sustained or expanded after the grant period. If the project could be supported through billable services, state funding mechanisms or other avenues, include information on how and when these funding streams will be leveraged to achieve sustainability.*

### WHAT WE'RE LOOKING FOR

- For example, sustainability may occur when workforce training results in enhanced billing potential, or when a collaborative project has partner organizations who are committed to provide support.
- Projects that rely on policy changes or buy-in from outside entities, like the State of Michigan or a community health agency, for sustainability should include letters of commitment expressing interest in the results of the grant.
- If a grant is seeking support for a project with revenue, billable services, or could be supported through state funding mechanisms, the proposal should clearly outline the need for grant funding and include a plan for when billing/support will begin. This should also be included in the budget attachment.
- Projects that rely on continued philanthropic investment to sustain the activities may be less competitive.

## 5 Budget

Applicants are required to attach a separate budget narrative and detailed program budget to the application. Additional details can be found in the [grants portal](#).

### WHAT WE'RE LOOKING FOR

- Personnel costs should include effort toward the project (percent FTE). Non-staff positions should be included under contractors.
- If clinical services are billable, this must be included in the revenue section of the budget table and included in the overall project budget.
- Applicants are encouraged to quantify and explain project-specific in-kind contributions.
- A budget that incorporates funding for partners, participants, or community stakeholders may be more competitive than one that funds a single organization.
- As a starting point, consider using [this sample budget form](#). This form is an example and not the required budget format.

## 6 Other Sources of Funding

*If you will use revenue from other sources to execute this project, please describe them below. Include revenue from billable services. Other sources include in-kind contributions from your organization, reimbursement, fee-for-service revenue, and/or other grants. In the detailed budget attachment, clearly note which activities the Health Fund grant dollars would fund versus the activities supported by other sources.*

## E. RESOURCES

The following resources may be useful as you develop your proposal.

- [Michigan Mother Infant Health and Equity Improvement Plan](#)
- [Health Statistics and Reports](#) (MDHHS)
- [Kids Count Data Book](#) (Michigan League for Public Policy)
- Community Health Needs Assessment – Non-profit hospitals are required to complete community health needs assessments with public input once every three years and the report must be made available through the hospital website.
- Clinical or non-clinical data related to the project location, to be used as baseline to measure programmatic progress.
- [Michigan Profile for Health Youth \(MiPHY\)](#)
- Behavioral Risk Factor Surveillance System Prevalence & Trends Data – Explore by Location - [Metropolitan Statistical Areas](#) (MMSAs)
- Michigan Behavioral Risk Factor Survey – [Regional and Local Health Department Tables](#)
- Robert Wood Johnson Foundation [County Health Rankings data](#)
- [Maternal Deaths in Michigan, 2011-2015](#)
- [Michigan Maternal Mortality Surveillance - Review Committee Recommendations](#)

For more information on our grantmaking, past grant partners and a list of resources, view our [grantmaking webpage](#) and also our [Frequently Asked Questions](#) page. If you have further questions, please email [grants@mihealthfund.org](mailto:grants@mihealthfund.org).