

Healthy Food Connect

An initiative of the
**Community Foundation
for Southeast Michigan**

ABOUT HEALTHY FOOD CONNECT

Healthy Food Connect is a new initiative of the Community Foundation for Southeast Michigan. It focuses on increasing healthy food access for children and seniors throughout the region. While many successful programs already exist to improve food access in the region, Healthy Food Connect will extend those efforts to new areas and populations, as well as promote innovation in the field.



Healthy Food Connect is a regional initiative of the Community Foundation for Southeast Michigan to increase healthy food access for children and seniors in the seven counties of southeast Michigan: Wayne, Oakland, Macomb, Monroe, Washtenaw, Livingston and St. Clair.

This two-year initiative is funded by the Michigan Health Endowment Fund and the Community Foundation. The initiative will support exemplary existing activities; extend the geographic reach of successful programs; test new ideas; support new collaborations; and provide widespread educational opportunities. It is composed of three coordinated strategies:

- An education and training series — Throughout the initiative, a broad-based training series will be conducted that will be open to nonprofits, local government leaders and other individuals or organizations that want to learn more about healthy food access. The series will highlight

existing programs that can be expanded, replicated and/or brought together for new collaborations. Details on the series are expected to be announced in August 2016.

- A public media campaign — A community-wide education campaign about the importance of food access strategies and their impact on communities will be undertaken to influence attitudes and behaviors. This campaign will seek to engage and educate local communities throughout the region about the value of this work to all of our citizens, not only children and seniors.
 - A grant program — The Community Foundation will award up to \$2 million to support innovative healthy food access projects. This grant program is described in detail on pages four through six.
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Focus

Healthy Food Connect seeks to maximize impact by focusing on:

- Seniors and children — The target populations for this initiative are children and seniors in the region who cannot reliably access healthy food. This initiative defines children as those 18 years old and younger and it defines seniors as those 65 years old and older.
- The region — The target geography for this initiative is the seven counties of southeast Michigan: Wayne, Oakland, Macomb, Monroe, Washtenaw, St. Clair and Livingston counties. We are seeking the replication or expansion of excellent local food access projects to other parts of our region and/or looking for system-wide solutions to be tested.
- Leveraging impactful activities — Healthy Food Connect seeks to invest funds in a way that leverages existing and future investments in our communities.

Measuring Success

Healthy Food Connect will be evaluated by a third-party evaluator to assess the impact of the entire initiative. The evaluation will assess the success of the investments, dollars leveraged and new things learned and shared. Data tracking will occur throughout the implementation of all funded activities. At the completion of Healthy Food Connect, results of the evaluation will be broadly disseminated.

Values

Healthy Food Connect implementation is guided by these values:

Innovation. Significant advances have been made in food access, but there remains a need for new innovations, whether by extending to a new population or geography, combining the efforts of different organizations, or promoting new ways to approach an existing vexing problem.

Collaboration. Healthy Food Connect will demonstrate sustainable, regional impacts by spurring new and supporting existing collaborations among organizations.

Sustainability. Healthy Food Connect funding is intended to amplify, augment, and boost. We have no guarantee for future funding, so we value efforts that are tied to the longer term vision for an organization or a collaborative of organizations.

Health. All aspects of Healthy Food Connect are guided by the potential for positive health impacts, whether or not those impacts may be quantifiable during the course of the project.

Regional Impact. While every grant will not cover the whole region, Healthy Food Connect seeks to support projects that serve large portions of the region, build relationships across communities, and/or test new models in local communities that could later be adopted by other organizations in the region.



About Supporters and Partners

Michigan Health Endowment Fund — The Michigan Health Endowment Fund was established to improve the health of Michigan residents and reduce the cost of health care with special emphasis on the health and wellness of children and seniors. The Fund was created through the passage of Public Act 4 of 2013, which authorized certain changes to how Blue Cross Blue Shield of Michigan operates in the state. For additional information about the Michigan Health Endowment Fund, visit mhealthfund.com.

Community Foundation for Southeast Michigan — The Community Foundation for Southeast Michigan promotes and facilitates permanent change in the seven counties of Wayne, Oakland, Macomb, Monroe, Washtenaw, Livingston and St. Clair, and we help donors invest in organizations they care about nationwide. We do this by making strategic investments in programs and organizations that benefit the region, equipping organizations and the public with knowledge and information that will lead to positive change, building endowment to meet our region's needs today and tomorrow, and providing expert assistance to donors and their advisors in their charitable planning. Since our founding in 1984, the Community Foundation has distributed more than \$825 million through nearly 56,000 grants.

Michigan State University Center for Regional Food Systems — The Michigan State University (MSU) Center for Regional Food Systems (CRFS) engages the people of Michigan, the United States and the world in developing regionally integrated sustainable food systems. CRFS extends MSU's

pioneering legacy of applied research, education and outreach by catalyzing collaboration and fostering innovation among the diverse range of people, processes and places involved in regional food systems. CRFS plays a key role in coordinating progress on the goals of the Michigan Good Food Charter, to assure healthy food access and increased local food commerce that provides economic and social benefits for all Michiganders. Programmatic work includes farm-to-institutions (including farm-to-school and farm-to-Pre-K), food hubs, local food councils, beginning farmers, organic agriculture and small-scale livestock supply chains.

Fair Food Network — The Fair Food Network is a national nonprofit headquartered in southeast Michigan and founded on the belief that vibrant local food systems can create health and economic opportunity for all. With a diverse network of partners, the Fair Food Network pioneers solutions that support farmers, strengthen local economies and increase access to healthy food — especially in the most underserved communities. Central to their work is developing programs that create on-the-ground impact, are replicable, and inform policy change. While it is a national nonprofit, the Fair Food Network's home state is a proving ground for innovation and provides an opportunity to knit together our efforts in healthy food incentives, fair food financing and policy change for the greatest impact. It is committed to southeast Michigan — a place with both great need and pioneering leadership in the good food movement.



GRANT PROGRAM

The Community Foundation will award the majority of Healthy Food Connect funds — up to \$2 million— to support innovative healthy food access projects throughout the seven counties of southeast Michigan. This grant program will support and leverage exemplary existing activities; extend the geographic reach of successful programs; build on innovative activities that are testing new ideas; and support new collaborations that are improving healthy food access for children and seniors in southeast Michigan.

Projects should run from August 2016 to July 2017 but other timelines will be considered. Please call the Healthy Food Connect program officer at 313.961.6675 to discuss your idea before applying.

Two types of grants will be made through Healthy Food Connect. Applicants will need to specify the type of grant they are applying for, but Community Foundation staff may suggest changing the grant type once applications are received and reviewed.

Leadership Grants

Approximately 3 – 4 Leadership Grants will be awarded for up to \$200,000 for the following activities:

- Partnerships of organizations working together to impact food access across a significant portion of the region. Organizations may work in the fields of health, food, children, and/or seniors.
- Projects that focus on systemic innovations for food access, with the potential to test or expand solutions that could provide significant impact.
- Projects in which a one-time infusion of funds can help to set regional partnerships and projects on a trajectory of success in implementation, and may help to leverage other state, local or private funds.

Local Impact Grants

Approximately 20 – 30 Local Impact Grants will be awarded for up to \$75,000 for the following activities:

- Partnerships of organizations working on the local level to address food access needs in specific communities. Organizations may work in the fields of health, food, children, and/or seniors.
- Projects that test or expand impactful ideas that could be replicated by other communities.
- Projects in which a one-time infusion of funds can help launch, expand, or market a program to reach to constituents in the community.



All grant applications must:

- Specifically address healthy food access in children 18 and under and/or seniors 65 and older. Other ages may be served, but the target population must be children and/or seniors.
- Include a partnership of more than one organization.
- Be submitted by a single nonprofit organization on behalf of the partnership. The submitting organization must be a federal 501(c)(3) tax-exempt organization, a governmental entity, school, school district, college or university providing services in southeast Michigan. To be eligible for funding, programs offered by religious organizations must be open to the wider community.
- Include a certified financial audit from the submitting organization.
- Include a detailed budget that shows the entire costs of the project and how Healthy Food Connect funds would support the direct costs of the project. A budget template is provided in the online application portal.

Other considerations include:

- We are especially interested in collaborations that include early childhood centers, schools, senior living and care centers, health care institutions, human service organizations and other organizations that directly serve the target populations, but will consider funding any partnership between more than one organization.
- Partnerships that are able to leverage additional funds from other sources are a priority, but this is not a requirement. These funds should be included in the project budget.
- Ideas should be consistent with best practices and current knowledge of ways to impact the problem.
- Projects should exhibit culturally competent practices, proactively addressing some of the diversity, inclusion and equity challenges that face our region.
- Low priority is given to requests for ongoing operational costs, annual fund drives, conferences or other one-time events.
- Equipment that directly relates to the scope of the project may be considered as part of a larger budget.
- Staff may be considered as a portion of the request if the staff is directly related to the implementation of the project.
- Grants are not made to cover previously incurred obligations.



Reporting and convening

Grantees will be required to collect and report on a common set of indicators throughout the project. Additional indicators specific to each project may be included. Applicants are encouraged to suggest indicators in their applications.

Grantees are required to attend convenings sponsored by Healthy Food Connect. Depending on the number and types of grantees, these convenings may be enriched by targeted technical assistance trainings and/or one-on-one mentoring.

Grantees are required to submit reports that include the results of the project and indicate that all funds were spent as intended.

Applying

Please read the guidelines closely and, if you think there is a potential fit, call the Community Foundation at 313.961.6675 and ask to speak with the Healthy Food Connect program officer. We value your time and do not want you to spend limited resources preparing a proposal unless there is a possibility of funding through the Healthy Food Connect Initiative.

After speaking with us, if you decide to pursue an application, it must be submitted electronically by 5:00 p.m. on June 1, 2016. The application checklist at the end of this document lists all application components. Visit the “Apply” section of the Healthy Food Connect webpage (www.cfsem.org/hfc) to start an application. Grant announcements will be made in August 2016.

Timeline

March 30, 2016	Healthy Food Connect grant program announced
April – May 2016	Pre-application discussions. Please contact the Healthy Food Connect program officer at 313.961.6675 to schedule a meeting to discuss your proposal
June 1, 2016	Grant applications due via www.cfsem.org/hfc . Click on the “Apply” section to start or revisit your application.
August 2016	Grants announced and begin
July 2017	Grants end
September 1, 2017	Final reports due
Early 2018	Evaluation results disseminated



GRANT APPLICATION CHECKLIST

To begin an application, click on the “Apply” section of the Healthy Food Connect webpage (www.cfsem.org/hfc). You will be asked to submit the items listed below. These items are similar to those included in the Community Foundation’s general grant checklist, but there are some key differences. The draft application portal allows you to save and return to your draft as often as needed prior to submitting it. All applications are due by 5:00 p.m. on June 1, 2016. **No extensions will be given.**

1) Cover letter:

- Legal name of the organization
- Names and roles of collaborating partners
- Type of grant being requested (Leadership or Local Impact)
- Purpose of the proposed project
- Dollar amount requested
- Description of the population being served
- Length of time for which Healthy Food Connect support is requested

The CEO/executive director of the submitting organization should sign the cover letter and the application should include evidence of approval of the request by the organization’s board of trustees.

2) Organizational information:

- Name, address, phone number and Federal Tax Identification number of the applicant organization
- Mission and brief background of the applicant organization
- Information about current programming of the organization and number of people served

3) Project narrative:

- Definition of the issue and need the proposal is addressing
- Description of the partnership that is occurring as a part of the proposed project, including an outline of the roles and responsibilities of each partner
- Indication as to whether the proposed activity is new, expanded or an ongoing part of the organization’s programming and how the project will be sustained, if applicable
- Basic objectives of the proposed project
- Detailed work plan and the time frame for accomplishing the project’s objectives
- Relevant qualifications and experience of the project’s principal staff. If a new position is included in the proposal, please include a job description that will be used to hire that staff
- An outline of the geographies — neighborhood(s), municipality(ies), or county(ies) — that will be served by the proposed project
- Description of how the project is proactively addressing some of the diversity, inclusion and equity challenges that face our region, and/or a perspective on how the project will impact the target population



4) Financial information:

- Copy of the most recent certified financial audit
- Dollar amount of grant support requested and the proposed time period for use of these funds
- Detailed budget, using the template provided, including the proposed use of Healthy Food Connect grant funds and any additional support anticipated or secured from other sources
- Organization's operating budget for the current fiscal year

5) Supporting materials:

- List of the applying organization's current board of directors, trustees or governing board, with individuals' affiliations
- Signed letters of support or memoranda of understanding from project partners
- Resumes of principal staff for proposed project, if applicable
- Copy of the most recent Internal Revenue Service 501 (c)(3) federal tax exemption letter.
- Copy of the most recent annual report, if available

Disclaimer

The information contained herein is subject to the actual grant-award documents and the written terms and conditions of Healthy Food Connect and the Community Foundation for Southeast Michigan which governs the program, as the same may be amended from time to time. The Community Foundation also reserves the right to utilize additional reviewers for grant applications and to make the final determination of any organization's eligibility and/or qualifications for program benefits, and to make allocation of program benefits as it may, in sole discretion, deem appropriate.

If you have any questions, please feel free to contact us at 313.961.6675 and ask for the Healthy Food Connect program officer.

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