



2025 INVESTING IN THE HEALTH OF THE UPPER PENINSULA REQUEST FOR PROPOSAL

PROGRAM OVERVIEW: The 2025 **Investing in the Health of the Upper Peninsula** Request for Proposal program aims to support initiatives that address prominent health issues in the Upper Peninsula, including programs that address the unique health needs of the **region's aging population**. All Upper Peninsula counties have higher percentages of people 65 or older (23%) than the state of Michigan's average (18%). Older adults face a complex set of needs and must balance increased isolation and loneliness, increased health concerns, service shortages, lack of transportation options and decreased mobility. Since the chronic disease burden is higher in older adults, they can be expected to have greater needs for home health services, assisted living and nursing home care. Conversely, many communities will face declining tax bases, reduced services and a lack of younger caregivers for the aging population.

PRIORITY AREAS: The BCBSM Foundation, Superior Health Foundation and Michigan Health Endowment Fund have identified priority areas for this request for proposal program:

- **Access to care** initiatives that increase utilization of primary, behavioral, palliative care or other services for older adults, with a focus on enhanced coordination of care.
- **Workforce development** programs with a special emphasis on training or expanding availability of community health workers or mental health providers.
- Innovative or evidence-based **chronic disease prevention** programs.
- **Caregiving initiatives** that improve the health or quality of life of family caregivers of older adults with a focus on innovative respite models and increased retention rates of professional caregivers supporting older adults.
- Innovative programs that aim to **reduce isolation and loneliness** among older adults.
- **Health literacy** initiatives that aim to empower individuals and providers to learn and communicate about available services and needs, and ultimately lead to more-informed health-related decisions.
- Organizations focused on **data collection, analysis, evaluation or capacity building** projects.

GRANT TIMELINE:

- **June 12, 2025** — Request for Proposal open for applicants
- **July 11, 2025** — Concept papers due by email at 11:59 p.m. Eastern time (required)
- **August 8, 2025** — Applicants are notified about the status of their proposal and whether they are invited to submit a full application
- **August 18 and August 26, 2025** — Office hours 9 a.m. to 11 a.m.
- **September 12, 2025** — Applications due by 11:59 p.m. Eastern time
- **November 13, 2025** — Awards announced



ELIGIBILITY: Nonprofits, including hospitals and universities, are eligible to apply. Additionally, applicants must be recognized by the Internal Revenue Service as a tax-exempt organization, have headquarters based in Michigan and **serve Upper Peninsula residents.**

EXCLUDED FROM FUNDING CONSIDERATION: We will not support loan programs, capital projects, lobbying activities, tuition costs and related fees, organizations that discriminate because of age, race, ethnic origin, religion, sexual orientation, disability or gender, or organizations and programs that don't support the residents of the Upper Peninsula.

GRANT AMOUNT: We anticipate awarding grants up to \$50,000. Applicants may apply for a 12- or 24-month grant, but the total request is limited to \$50,000. Please be sure to clearly identify any other associated program revenue. We welcome proposals of any size up to \$50,000 if it aligns with our goal to improve the health and quality of life of older individuals in the Upper Peninsula.

APPLICATION PROCESS:

STEP 1: CONCEPT PAPER: Applicants are required to submit a **concept paper** for feedback prior to receiving an invitation to submit a full proposal. Concept papers that are competitive will receive an invitation to submit a full proposal.

Send your concept papers to upinvest@bcbsm.com by 11:59 p.m. on July 11, 2025.

STEP 2: APPLICATION, BY INVITATION ONLY: Applications must be submitted through the BCBSM Foundation's grants portal after confirmation of invitation by our staff. **Full proposals must be received by 11:59 p.m. Eastern time on September 12, 2025.**

REVIEW CRITERIA AND EVALUATION: The following is what program staff and subject matter experts will analyze when reviewing proposals:

- The project demonstrates collaboration, including community and participant involvement in planning and implementation, multi-sector partnerships and leverage of external resources.
- The project supports new or enhanced programs or strategies and has the potential to achieve significant long-term impact by implementing effective models or supporting needed innovation.
- The project has clear outcomes and the potential to have a measurable impact on improving health or quality of life.
- The project aligns with the BCBSM Foundation's [mission, strategies and values](#).

MORE INFORMATION: If you have questions, please contact upinvest@bcbsm.com.