



Beacon Health System's SW Michigan Grant Application

Frequently Asked Questions (FAQ)

What community health priorities are eligible for funding?

In 2025, the communities in Allegan, Cass, and Kalamazoo counties in Michigan completed comprehensive Community Health Needs Assessments (CHNAs). Projects should align with priorities identified in the [Southwest Michigan CHNAs](#) and [Implementation Strategy Plan](#) (ISP), including Mental/Behavioral Health, Access to Care, Maternal and Infant Health, Chronic Disease Prevention and Management, and Social Drivers of Health.

What is Community Benefit and how must my proposal align?

Community Benefit is defined as programs and activities that provide treatment or promote health and healing in response to an identified community health need and seek to achieve one or more of the following objectives:

- Improving access to health services
- Enhancing public health
- Advancing generalizable knowledge

Proposals must identify and address one of these four Community Benefit objectives:

- Programmatic approaches should incorporate innovation and continuous improvement to optimize use of all resources, improve outcomes, and intentionally achieve long-term impact.
- Consider giving preference to evidence-based programs and practices.
- Where possible, incorporate successful locally-driven and implemented holistic, multidisciplinary approaches with and for individuals and their families.

Who is eligible to apply?

Eligible applicants include 501(c)(3) nonprofits, governmental agencies, and community-based organizations with a fiscal sponsor.

What geographic areas are eligible?

Projects must primarily serve residents in Beacon Health Systems Southwest Michigan service area: Allegan County, Cass County, and Kalamazoo County.



What types of projects will not be funded?

Individuals, political activities, capital campaigns, fundraising events, sponsorships, advertising, deficit funding, new programs and projects outside identified priorities.

What information will applicants need to provide?

Organizational information, project description, ISP alignment, work plan, budget, baseline data, and outcome measures.

How will proposals be evaluated?

Alignment with priorities, demonstrated need, organizational capacity, geographic reach, feasibility, evaluation approach, and impact.

What are the reporting requirements?

Funded organizations must provide quarterly progress reports, participant counts, outcome data, success stories, and financial reporting.

If I have questions about the RFP who do I contact?

Cassy White, Director of Community Impact at ckwhite@beaconhealthsystem.org or 574-647-2685.