

Writing a Concept Paper

The Foundation strongly encourages applicants to submit a concept paper prior to a full proposal. Concept papers help the Foundation assess whether or not the proposed project is aligned with its funding priorities and enables us to offer suggestions before the submission of a full proposal.

The following is a list of key components that should be considered when preparing your concept papers:

1. Target your concept paper for our purposes. Do not send a generic solicitation letter.
2. Concept papers should be no longer than two pages in length and should be submitted to the Foundation at least three weeks before the proposal due date.
3. Specify the Foundation initiative your proposal responds to.
4. Include one or two sentences about your organization (not necessary for municipal organizations, i.e. schools)
5. Include a brief narrative about your project that consists of the following:
 - Need for the project
 - Elements of the project for which funding is requested
 - Organizations you intend to collaborate with
6. Identify who and how many will be served by your project
7. Describe what the health outcomes will be to the individuals or community (ies) served.

8. State how you intend to sustain the program once Foundation funding ends

9. Estimate the amount of funding you will request from the Foundation

Please send concept papers via mail or e-mail to the attention of Rebecca Donham
rdonham@mwhealth.org