



Application for Food and Fitness Funding 2015 \$500 Mini-Grants Available (Ten Grants)

For initiatives promoting healthy eating and physical activity in Cambridge

Two complementary Cambridge campaigns, *Let's Move* and *Cambridge in Motion* are sponsoring 10 mini-grants this year of \$500 each to promote healthy eating and physical activity in children and adults.

Let's Move is a national campaign, spearheaded by First Lady Michelle Obama's, to solve the problem of childhood obesity within a generation. On February 7, 2011, Cambridge officially signed on to be a *Let's Move* city. The Cambridge campaign is based at the Cambridge Public Health Department. Local *Let's Move* partners have been active in promoting a healthy lifestyle for children and families for many years.

Cambridge in Motion aims to create an environment that makes it easier for residents and people who work in the city to eat healthy and be physically active. This initiative is funded by a federal Community Transformation Grant to Middlesex County. *Cambridge in Motion* is coordinated by the Cambridge Public Health Department and is part of the statewide Mass in Motion initiative.

The mini grants are funded in partnership by the Cambridge Public Health Department and three Whole Foods Market stores in Cambridge. Grants are awarded in a competitive process by representatives from the Healthy Children Task Force, the Cambridge Food and Fitness Policy Council, the Cambridge Green Schools Initiative and the Cambridge Public Health Department.

This funding is intended to support initiatives in Cambridge that help **promote physical activity and healthy eating** by making it easier to make healthy choices. Initiatives could be built around creating **new practices** in schools, work places and community organizations to promote healthy choices and/or could promote **more use** of existing local resources. Organizations that want to combine efforts can apply for a project together, for example, two organizations could apply for a joint grant of \$1000.

Selection Criteria

- Promotion of healthy eating and/or physical activity
- Overall quality of the proposal
- Evidence of collaboration and/or community engagement
- Creation of practices that are sustainable

Projects that also connect health and environment will be viewed favorably.

Those who have received funding in the past can reapply, however new applicants will get bonus points added to their score.

**Examples of potential projects:**

- An effort to promote the use of tap water instead of sugary beverages
- Create or implement guidelines for healthy choices in meals and snacks served
- A program to create and implement activity breaks in school or at work
- An education program incorporating local farmers markets
- An initiative to promote walking or biking to school (promotes physical activity *and* reduces car transportation)

The Cambridge Public Health Department and will provide:

1. \$500 to cover project expenses
2. Technical Assistance for the planning of proposed activity
3. Assistance with publicity, as appropriate

In addition, grantees will be offered opportunities for assistance from three Whole Foods Market stores in Cambridge for events and projects.

Eligible applicants

- Organizations serving Cambridge residents, including children
- Cambridge-based employers

Individuals are not eligible to apply.

Awardees must agree to the following:

- Designate one staff person to organize and implement the program and notify the Cambridge Public Health Department of any changes.
- Complete the program/initiative no later than November 30, 2015
- Attend one grantee meeting
- Submit a summary report and complete a brief evaluation survey by December 15, 2015
- Share project results with other grantees at a meeting of the Healthy Children Task Force or the Food and Fitness Policy Council

Important Dates/Deadlines

- March 18 (2 -3 p.m.) – Informational session at the Windsor Street Health Center, 119 Windsor Street. Potential applicants are encouraged to attend the session. Questions and answers will be posted on www.cambridgepublichealth.org.
- April 3 – Deadline for submission of applications
- Mid-late April – Date for notifying successful applicants
- Mid May – early June – grantee meeting, date to be determined

Applications cannot exceed 3 pages, not including appendices.

Please submit proposals by email to HCTF@challiance.org. For questions please contact Josefine Wendel at jwendel@challiance.org or 617-665-3765.



Deadline for Receipt of Proposals: April 3, 2015

Name of Organization: _____

Name of Contact Person: _____

Address: _____

Phone Number: _____ Fax: _____

E-mail: _____ Website _____

Have you received this funding in the past, if so, when? _____

1. Briefly describe your organization or program and your target community. Why do you think healthy eating and/or physical activity are important for your organization or program? (explain why your proposed project is needed and include supporting data if available)

2. Briefly describe your project and consider the following questions in your response: a) Project name b) What is/are the objective(s) of the project? c) What will you do? d) How many people do you expect to reach? e) Who will perform the work? f) When and where will your activities occur? g) Do you plan to collaborate or involve other agencies or community in your effort, and if so how? h) Will this project increase the capacity of your organization to include healthy eating and/or physical activity? i) How will you know if you have reached your objective(s)? j) What is the sustainability of your proposed project and how will it be integrated in your organization's programs?



3. Please identify the person (by name and/or role) who will implement your project and serve as the liaison to the mini grant staff. This person will be responsible for planning and implementing the program, writing a brief report and completing an evaluation summary.

4. What challenges do you anticipate in implementing your project and how will you overcome them? What technical assistance do you think you might need?

5. In 2012, Cambridge joined Mass in Motion, the statewide movement that promotes more opportunities for Massachusetts residents to eat better and move more in the places they live, learn, work and play. How does your organization or project contribute to Cambridge in Motion efforts to make it easier for residents and people who work in the city to eat healthy and be physically active?

Note: If collaboration with a community partner is essential for your proposal, please include a letter of support from that partner as an appendix.



Project Budget

Provide an **itemized** budget for your program, using the table below. You must include line item costs and a brief description for each line item.

Item	Amount Requested
Staff	
Supplies	
Equipment	
Other Expenses (list and explain)	
Total	\$500