

request for grant proposals



Healthy Living and Healthy Childhood Development

February, 2018

We are pleased to announce our 2018 grant cycle featuring both
Spark! Health Grants and Changemaker Health Grants.

Grant Opportunities:

Funding is available in three areas:

1. Healthy Choices: Physical Activity, Nutrition and Emotional Wellbeing
2. Active Living: Creating Healthy Spaces
3. Healthy Childhood Development

What Works to Improve Health?

We fund proven and innovative practices. **Before developing a proposal, please visit the What Works for Health database** at www.countyhealthrankings.org/roadmaps/what-works-for-health to learn more about what works to create health.

Spark! Health Grants

Grant Award: Up to \$5,000

Spark! Health Grants are designed to spark excitement for health transformation in our communities. We're making it easy for organizations to quickly move forward by using a simplified grant application with minimal requirements. This grant process is meant to ignite passion in our grantees and open the door to purposeful use of proven and innovative strategies.

Spark! Health Grants will fund up to \$5,000 per project for work to be completed within 12 months.

Changemaker Health Grants

Grant Award: Up to \$200,000

Changemaker Health Grants provide substantial funding for programs that produce measurable improvements in healthy living or in healthy childhood development. We are looking to support innovative, collaborative and evidenced-based strategies that result in transformation. Proposals must have defined methods for measuring outcomes.

Changemaker Health Grants will fund up to \$100,000 for work to be completed within 12 months. In cases where additional time may be needed for a program to become fully sustainable, we will consider requests up to \$200,000 to be completed within 24 months. In this case, the applicant must identify clear deliverables for each year. Funding beyond the 12 months would be dependent upon meeting year-one deliverables.

Opportunity #1:

Healthy Choices: Physical Activity, Nutrition and Emotional Wellbeing

Too often in today's modernized and fast-paced environment, the healthy choice is NOT the most convenient choice. Healthy Choices grants will support schools, childcare providers, communities and organizations in creating environments that encourage healthy choices.

Healthy Choices grants will help create conditions that allow all individuals, especially at-risk populations, to thrive. We will fund projects and programs that promote one or more of the following:

- **Physical Activity** – Helping individuals to achieve the recommended 60 minutes of daily physical activity and/or reduce screen time to less than two hours
- **Nutrition** – Increasing consumption of healthy foods and beverages (including fruits, vegetables, water, low-fat milk and whole grains) while reducing consumption of sugar-sweetened beverages and processed foods
- **Emotional Wellbeing** – Improving resiliency, behavior or academic performance

We've included some ideas below to spark your imagination – to get you thinking about what is possible.



Ideas for Healthy Choices – Community Environments

- Community and educational gardens
- Making healthy foods accessible for all
- Water bottle refill stations
- Healthy additions at snack bars and concession stands
- Programs that activate places and connect people through active-living, such as:
 - » Walking, running and biking groups
 - » "Ride the Drive" or open street events
 - » Girls on the Run
 - » Yoga in the Park
 - » Nature-based programs
 - » Mindfulness and yoga training



Ideas for Healthy Choices – Educational Environments

- Safe Routes to School (i.e. "walking school bus")
- Classroom activity breaks
- Before and after school programs with physical activity and nutrition components
- Health and Physical Education curriculum enhancements
- Family outreach related to physical activity and nutrition
- Educational gardens
- Smarter Lunchrooms Movement improvements
- Kitchen equipment upgrades and staff development to allow for scratch cooking
- Positive behavioral interventions & support
- Bullying prevention
- Social-emotional learning initiatives (see www.casel.org)
- WI School Mental Health Framework

Opportunity #2:

Active Living: Creating Healthy Spaces

People are twice as likely to be active in communities that provide plentiful opportunities for safe walking, biking and active recreation. Parks, trails and aesthetically pleasing spaces promote social interaction and improved mental health. Healthy Spaces grants will help to fund planning and implementation to create active communities by investing in infrastructure, such as:

- Trails and paths for safe walking and biking
- Safe routes to school
- Active recreational opportunities

Active Living applicants will be asked to describe how the project fits into a long-term community vision and to define how ongoing maintenance will be provided. Preference will be given to proposals which promote accessibility for all and include a programming component, such as plans to promote utilization of the new infrastructure.

Opportunity #3:

Healthy Childhood Development

The foundation for health and success is laid during pregnancy and is built in the earliest years of life. Investments in this early period of development have been shown to improve education, health, social and economic outcomes. Healthy Childhood Development grants will create opportunities to allow all children, especially at-risk populations, to realize their full potential in school, work and life.

Successful proposals will define how the initiative will measurably improve health behaviors, health outcomes, educational attainment or social-emotional development. Funding will focus on the following priority opportunities for the pre-natal period through age eight:

- Playgroups using curriculum to promote parent/child interaction
- Parenting education and support
- Improving access to high-quality early education
- Fostering social and emotional development
- Preventing adverse childhood experiences
- Developing trauma-informed support systems
- Improving access to mental healthcare
- Improving family socioeconomic barriers, such as affordable housing and income

WHAT WE WILL FUND:

- Creation and expansion of programs and services that achieve targeted results
- Durable equipment and supplies needed to achieve targeted results
- Planning and feasibility studies
- Development of policies and systems that make the healthy choice an easy choice
- Professional and leadership development, coalition building and technical assistance
- Visit our website to view Approved Expenses for Grant Funding.

WHAT WE WILL NOT FUND:

- Operational shortfalls or existing salaries
- Competitive athletic activities, facilities and programs
- Bricks and mortar fund campaigns
- School playground equipment

ELIGIBILITY:

- Funded projects must serve residents of Dodge and Jefferson Counties, specifically the communities served by the following school districts: Hustisford, Ixonia, Lake Mills, Jefferson, Johnson Creek, Dodgegeland, Waterloo and Watertown.
- Eligible organizations include 501c(3) designated non-profits and governmental agencies including schools. Religious organizations are invited to apply for funding for activities that benefit the larger community. Individuals and for-profits are not eligible for funding.
- All organizations seeking funding must have a formally adopted anti-discrimination policy.
- If two or more organizations will be collaborating on the project, either organization may take the lead and serve as fiscal sponsor, but representatives from both organizations should participate in the application process.



at a glance **summary** of grant opportunities

	Spark! Health Grants	Changemaker Health Grants
Funding	Up to \$5,000	Changemaker Health Grants will fund up to \$100,000 for work to be completed within 12 months . In cases where additional time may be needed for a program to become fully sustainable, we will consider requests up to \$200,000 to be completed within 24 months . In this case, the applicant must identify clear deliverables for each year. Funding beyond the 12 months would be dependent upon meeting year-one deliverables.
Grant Period	1 year	up to 2 years
Informational Grants Workshop	Juneau : Wednesday, Feb 14 4pm – 5pm Johnson Creek: Thursday, Feb 15 1pm – 2pm Please visit the events page of our website to RSVP.	
Proposal Consultation	Not needed	Required Must be completed by April 13, 2018 The consultation process is designed to proactively identify resources which might help strengthen a proposal. Please come prepared to provide a verbal description of: <ul style="list-style-type: none"> • Your vision for the program • How short term outputs and longer term outcomes will be measured • Who will perform key components of the proposal • Collaboration opportunities Please contact Andi Merfeld at amerfeld@watertownhealthfoundation.com to schedule your consultation.
Full Proposals Due	Midnight, April 13, 2018 No late proposals will be accepted.	Midnight, June 15, 2018 No late proposals will be accepted.
Award Notification and Distribution	June, 2018	September, 2018
Application Process	Proposals must be submitted using our on-line Grants Management System available through the Grants page on our website.	
Criteria	Visit the grants page on our website, WatertownHealthFoundation.com/grants.html , for decision-making criteria.	
Questions?	We want you to be successful in developing your grant proposal and are happy to discuss your potential project or program with you. Contact us via phone or email with ANY questions you may have.	

