



Turning Passion into Action

**HEALTHY EATING ACTIVE LIVING
SAN LUIS OBISPO**

2010 Grant Guidelines

Deadline for Submission: Thursday, April 1, 2010

Contact:

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HEALTHY EATING ACTIVE LIVING SLO
Grant Guidelines and Application Procedures

Mission Statement

The San Luis Obispo County Community Foundation is a public trust established to assist donors in building an enduring source of charitable funds to meet the changing needs and interests of the community.

History

In September 2006, the San Luis Obispo County Community Foundation in partnership with Healthy Eating Active Living San Luis Obispo (HEAL-SLO) convened and facilitated a countywide Childhood Obesity Task Force through a planning process to develop a strategic action plan. Despite the popular notion that San Luis Obispo County is prosperous and healthy, the reality is that the public health epidemic of obesity is here among our children.

After six months of convening a Task Force of over 30 community stakeholders, a report was issued in May 2007. The report outlines over 150 recommended actions across three major community goals. The report may be downloaded at the Foundation's website www.sloccf.org/forms/Giving-CN-ChildhoodObesity.pdf

In January 2008, the Foundation's Board of Directors approved a multi-year strategic initiative to support implementation of Task Force recommendations. Proposals for use of the funds will be invited in coordination with the ongoing work of Healthy Eating Active Living San Luis Obispo. Applicants must be an active member of HEAL-SLO. The Foundation also recognizes the interconnectedness of factors related to childhood obesity and oral health as part of overall child wellness. The Foundation's goal is to fund a portfolio of projects that impact a variety of strategic actions and environmental influences related to behavior change.

Exclusions

In general, the San Luis Obispo County Community Foundation will not make grants to/for:

- ◆ Organizations that discriminate on the basis of age, disability, ethnic origin, gender, sexual orientation, gender identity, race or religion.
- ◆ Individuals.
- ◆ Fraternal Organizations, unless in support of a specific program open to or benefiting the entire community.
- ◆ Indirect Administrative costs greater than 15% of the awarded funds
- ◆ Fundraising events such as annual campaigns, walk-a-thons, tournaments, fashion shows, auctions or dinners.
- ◆ Organizations with religious affiliations unless the program is open to the entire community without regard to religious beliefs.
- ◆ Organizations and programs designed to elect candidates to public office.
- ◆ Organizations located outside San Luis Obispo County unless for a specific program benefiting residents of and conducted within-San Luis Obispo County.
- ◆ Pay off past debts or existing obligations.
- ◆ Endowment funds.
- ◆ Scholarships, fellowships, travel grants and technical or specialized research.

Theory of Change

Throughout the work of the Childhood Obesity Prevention Task Force, the wide array of factors affecting behavior change were acknowledged using the socio-ecological model. Behavior change is more likely to endure when a person's environment is simultaneously changed in a manner that supports the behavior change.

Efforts to prevent obesity should address an individual's intentions, knowledge, and their social and physical environments, including the social networks and organizations that affect them.

The socio-ecological model identifies five spheres of influence that wrap around each other – moving outward from the individual to the larger societal factors. The five basic levels include: Individual, Interpersonal and Lifestyle, Institutional and Organizational, Community, and Social Structure & Public Policy. The socio-ecological model recognizes that each level of the model influences individual choices and behaviors, therefore each level of the model must be addressed to effectively prevent obesity.

Funding Criteria & Priorities

In 2010, \$15,000 is available for small grants, maximum \$5,000, for Healthy Eating Active Living projects that impact a variety of strategic actions and environmental influences related to behavior change. Currently, HEAL-SLO is implementing a large grant from The California Endowment on school wellness policy implementation. **Applicants for SLOCCF funds should target projects and community interventions that address Community Action Plan recommendations other than school wellness policy implementation.** Priority will be given to proposals that address the increase in preschool children ages 3 & 4 who are overweight or obese.

In addition, the Foundation will fund proposals with the greatest potential to:

- address specific recommendations of the Childhood Obesity Task Force Report,
- builds community capacity to turn the tide on childhood obesity,
- directly links to the current objectives of the Healthy Eating Active Living SLO Coalition
- produce measureable local data that can be benchmarked and monitored,
- leverage additional or future funding,
- promotes collaboration among local stakeholders to address childhood obesity or collaborations impacting both children's oral health and childhood obesity

Applicants must be an organizational member of the HEAL-SLO Coalition. An organization may only submit one application, unless they are part of a collaborative request. Organizations which participate in a collaborative request, may apply once as a member of a collaborative and may submit one additional request.

Funding and Review Cycle

Grants shall be awarded for one-year. The Grants Committee will consider requests once in 2010. Funded projects and/or activities supported by the grant must be completed by June 30, 2011. Deadline for submission of the completed application is 5:00 pm, Thursday, April 1, 2010 in the SLOCCF office. FAXed or e-mailed applications are not accepted. Notification and awards will be made on or about July 15.

Follow-up and Reporting Requirements

Grantee site visits may be conducted by the Program Officer and Board Members of the Foundation during the term of the grant.

Successful grantees will be required to provide a final report narrative on how the funds were used and the benefits to the community. Copies of press releases and/or media contacts resulting from the grant award shall be included. A financial report outlining grant expenditures is required. Failure to submit the required report may disqualify the grantee from future funding requests.

More information

Please call Janice Fong Wolf, Director of Grants & Programs, at 805-543-2323 with questions.

Healthy Eating Active Living Grant Guidelines

Two-Three Page Narrative

1. Please provide a brief statement on how the grant funds will be used.

2. Information on your request, including:

- a) Project description, including explanation of project approach, identified strategies and anticipated outcomes. Include a list of planned activities, timeline and staff/volunteers responsible for the project.
- b) Identify the specific Task Force recommendation this proposal addresses.
- c) Provide measurable objectives for the project during the grant period.
- d) Identify other project funding, in-kind contributions, and/or potential to leverage additional or future funding

3. Please provide information about your organization(s), including:

- a) Mission Statement and Goals, brief history, programs, population(s) served, and organizational structure. Please include a description of your organization's level of involvement in the Healthy Eating Active Living Coalition. (*Applicant must have completed the Partner Commitment Form*)
- b) If a collaborative request, a description of prior collaborative activities, and proposed responsibilities of collaborative members for this grant.

Required Appendices

Please include only *one copy* of the following appendices as they apply to your organization:

- 1. IRS 501(c)(3) determination letter. If your organization is NOT a 501(c)3, please submit any documents that describe your mission and overall purpose. If you are utilizing a 501(c)3 fiscal agent, provide their determination letter.
- 2. Current Board of Directors list
- 3. Fiscal Year 2009 financial statement (*P&L Statement & Balance Sheet*)

Please include an *original and three copies* of the following appendices

- 4. Line-item budget for grant requested, including any in-kind contributions, leveraged or matching funds (*see sample format*)
- 5. Fiscal Year 2010 organizational operating budget, including all sources of funding

Application Due

Submit an original and three (3) copies of your application along with the appropriate number of copies of the required appendices. Deadline 5:00 pm, Thursday, April 1, 2010. Deliver proposals to the Community Foundation office (P.O. Box 1580, SLO, CA 93406 or 1401 Higuera Street, San Luis Obispo, CA). FAXed or e-mailed applications will not be accepted. Incomplete applications **will not** be considered for funding.

LINE-ITEM GRANT REQUEST BUDGET
SAMPLE FORMAT ONLY

I. List Project Budget Items-(not limited to those presented)

	PROJECT BUDGET	SLOCCF GRANT
<i>Expenditures</i>		
Salaries	\$20,000	\$500
Taxes	\$3,000	
Equipment	\$1,000	\$1,000
Telephone	\$500	
Rent	\$3,000	
Office Supplies	\$300	
Printing	\$400	
Consultant	\$1,500	\$1,500
Training	\$1,000	\$500
Postage	\$100	
Mileage	\$800	
Misc. Supplies	\$200	
Other	\$200	
TOTAL BUDGET	\$32,000.00	\$3,500
Percentage Leveraged from other sources		89%

II. List Other Sources of Project Support and Amounts, i.e.

SAMPLE ONLY

INCOME

Contracts	\$10,000
Donations	\$ 3,500
Fundraising, ie: Events/Campaigns	\$ 7,000
Grants	\$ 3,000
Program or Membership Fees	\$ 4,000
SLOCCF Grant	\$ 3,500
Other	\$ 1,000
	=====
TOTAL ANTICIPATED PROJECT INCOME	\$32,000

III. List in-kind donations and their estimated value, i.e.

Volunteer number and hours
Donated goods