



Funding Outdoor Activity Programs and Play Spaces through Grants

Rosalie J. Mangino-Crandall
Insight Grants Development, LLC
Grants Consultant, President/CEO

Download handouts at:
aahperd.confex.com/aahperd/2009/webprogram/start.html



Head Start Body Start Grants

The National Center for Physical Development and Outdoor Play

- AAHPERD: \$12Million grant in 2008 to provide training and support for Head Start and Early Head Start Center to facilitate increased physical activity and healthy eating.
- A significant portion is allocated for grants for Head Start Centers for \leq \$5000 for the creation or improvement of playgrounds or outdoor play spaces
- Partnering with vendors to offer value-added packages of \leq \$5000 (vendor proposals due 3/23)
- Grant RFPs will be issued annually for the four years of the grant period.
- www.aahperd.org/headstartbodystart
- **First grant RFP anticipated May 2009**



KaBOOM! Playspace Opportunities

- KaBOOM!: selects and matches Community and Funding Partners, offers Technical Assistance
- Community Partners: applicant/grantee
 - non-profit; able to generate 65-200 volunteers (15 for planning); able to raise \$10K cash; serve low-income/disadvantaged children; provide 50x50 space; provide food, water, and restrooms for build volunteers; maintain and insure the space
- Funding Partners: could be any organization (Home Depot), provides the money for a substantial portion of the playground
- kaboom.org/WhatWeDo/Grants/CommunityPartnerBuilds/tabid/80/Default.aspx
- **NOW OPEN!**



Lowe's Toolbox Education

- Previous grant—Lowe's Outdoor Classroom—is now incorporated under this newer program
- Funds a variety of programs, but gives preference to projects with permanent impact such as facilities enhancement, landscaping, and clean-up projects
- Will fund playgrounds as long as the phase to be completed by Lowe's can be finished in one year
- Applicant must be a parent group (PTO, PTA, etc.) with 501(c)(3) status that is associated with a non-profit public K-12 school
- www.toolboxforeducation.com/
- Two application cycles per year—deadlines for 2009 were October 17, 2008 and February 13, 2009



Allstate Foundation

- Allstate has funded playgrounds and outdoor play space projects through its Safe and Vital Communities focus area
- National and Local Programs
- Applicants must be non-profit organizations with 501(c)(3) status (see site for applicant restrictions—private schools are among them)
- Award amounts vary
- Application information for 2009 is not yet available
- www.allstate.com/foundation.aspx



National Recess Week

- Cartoon Network
- Get your school to participate in National Recess Week and be entered to win a \$10,000 grant
- A little challenging to plan for—late September 2007, early March 2009, etc.
- 5-10 awards per year
- Drawing-style
- www.cartoonnetwork.com/promos/getanimated/nrw.html

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Rosie's For All Kids Foundation: Early Childhood Care and Education Grants

- Applicants must be 501(c)(3) US organizations that provide licensed, center-based, high-quality, full-day, full-week, year-round childcare and education (not home care) for children birth-6 years old
- ≥65% low-income
- No grants to individuals, school districts, or municipalities
- Playground Construction is one of four focus areas for these grants
- \$5,000-\$15,000 each for 12 months
- About 30 grants per year
- www.forallkids.org/site69d7.html?module=article&pageid=56
- No deadlines—applications accepted throughout the year

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2009 Youth Garden Grants Program

- National Gardening Association and The Home Depot
- Applicants must be schools or community organizations promoting: educational focus or curricular/program integration of gardening, nutrition or plant-to-food connections, environmental awareness/education, entrepreneurship, social aspects of gardening
- 2009: 125 grants available:
 - 5 gift cards sets for \$1,000 each (a \$500 gift card to The Home Depot and a \$500 gift card to the Gardening with Kids catalog and store) and educational materials from NGA
 - 70 \$500 gift cards to The Home Depot and educational materials from NGA
 - 50 \$250 gift cards to The Home Depot and educational materials from NGA
- www.kidsgardening.org/YGG.asp
- 2009 deadline was 11/1/2008

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Donor's Choose

- Teachers can request funding for any project they conceive.
- Post description online
- Donors elect to fund all or part of it
- Most projects successful in obtaining funds request \$1000 or less
- www.donorschoose.org

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ING Unsung Heroes

- Grants for K-12 teachers to implement class projects
- Be creative!
- 100 teachers per year receive grants of \$2,000. Three of those are selected to receive additional grants of \$5,000, \$10,000 and \$25,000.
- www.ing-usa.com/us/aboutING/CorporateCitizenship/Education/INGUnsungHeroes/index.htm
- **NOW OPEN! Due 4/30/2009** (grants due annually in April)

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Finish Line Youth Foundation Grants

- Supports opportunities for participation in youth programs that place an importance on youth development and active lifestyles
- Supports non-profit 501(c)(3) organizations that provide community-based access to athletics for kids under 18, and camps that give kids the chance to be active, especially camps that provide services to kids who are disadvantaged or disabled
- Looking for tangible results rather than policy changes
- Will sometimes support equipment and/or small capital expenses
- Applicant should be near a Finish Line store
- Most grants are \$1,000-\$5,000
- www.finishline.com/store/youthfoundation/youthfoundation.jsp
- Deadlines for 2009: March 31, June 30, September 30, December 31

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General Mills Champions for Healthy Kids

- Nonprofits, health departments, government agencies, schools, school districts, tribes
- 50 awards of \$10,000 each
- Serving kids 2-18
- Physical activity and nutrition
- Registered Dietitian (RD) or Dietetic Technician, Registered (DTR) *required*
- Judging/Reviewing Criteria: Need, innovation, likelihood of sustainable impact
- Concise!
- www.generalmills.com/corporate/commitment/champions.aspx
- Due 1/15 in 2008 and 2009



General Mills Celebrating Communities of Color

- Minnesota Twin Cities 7-county metro area: Anoka, Carver, Dakota, Hennepin, Ramsey, Scott and Washington.
- 50 awards of \$10,000 each
- Four focus areas: Youth Nutrition and Fitness; Education; Arts and Culture; Social Services
- www.generalmills.com/corporate/commitment/communities_color.aspx
- Applications will be available 4/15/2009 and due 7/15/2009



Greater Rochester Health Foundation Mini-Grants For Physical Activity and Nutrition

- Grants support a range of activities, including opportunities for physical activity and creation or improvement of playgrounds and outdoor play spaces
- Programs for children 2 years old through high school
- Foundation formation
- Other related opportunities, support, and technical assistance
- Look for similar foundations in your community!!!
- thegrhf.org



Highmark Healthy High 5 Grants

- School Challenge grants for elementary, middle, and high schools in 49 identified Pennsylvania counties
- Physical activity is one of five focus areas
- Up to \$10,000 per year
- www.highmarkhealthyhigh5.org/index.shtml
- Applications accepted throughout the year



Physh Ed Grants

- Through the Future Fisherman Foundation
- Grants for teachers to implement fishing and boating safety education programs at public, private, or charter schools
- \$2,500 each
- 300 awards made in six years
- In 2009, Physh Ed accepted applications from both new schools as well as schools with previous grants looking to expand their programs
- www.futurefisherman.org/programs/physh_ed/grants.html
- 2009 applications were due 2/9/2009 (typically due annually in February/March)



US Tennis Association Grants

- Grants for tennis programs
- Non-profits, municipalities, and schools
- \$10,000-\$50,000 each and renewable for up to two years
- Applicant must match USTA's contribution
- 8 grants awarded on Thursday (4/2)—smallest award that round was \$25,000
- Also offer Project/Program Support grants of \$2,500 to \$10,000
- Applications for the 2009 second grant cycle are now open and due 5/15/2009



The Good of the Game Grants

- US Golf Association
- Promoting golf among youth: golf course access and practice range access; golf instruction; golf equipment, including adaptive golf equipment for individuals with disabilities; transportation provided for participants to attend programming; certain construction costs for alternative, beginner-friendly golf courses and golf facilities in areas where there are obstacles to affordable access to the game
- www.usga.org/aboutus/foundation/grants/grants.html
- 150-250 awards per year
- Award sizes vary—average 2008 award works out to \$22,542.
- Grants have previously been reviewed annually in January and May but in 2009 will be reviewed in April and the fall

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Fields Grants

- **MUST** be able to meet significant **MATCHING Requirements!!!**
- **US Soccer Foundation:** three types
www.ussoccerfoundation.org/site/c.gpLPJQOpHkE/b.2763647/k.9FBC/Grant_Programs.htm
- **Nike Bowerman Track:**
www.nikebiz.com/responsibility/community_programs/bowerman_track_program/
- **Football and Baseball fields** improvement or creation through **Frosted Flakes:**
www.frostedflakes.com/#/plant-a-seed/
- **NFL Youth Football Fields and Equipment:** www.nflyff.org/grants/fields-equipment/

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21st Century Community Learning Centers (21CCLC) and state afterschool program grants

- 21CCLC is a federal grant that is distributed competitively by the states:
www.ed.gov/programs/21stcccl/index.html
- Advantage Afterschool—NY
- Afterschool Education and Safety Grants (ASES)—CA

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Carol M. White Physical Education Program (PEP)

- Federal grant for improving K-12 PE programs in order to **help students meet and/or exceed state PE standards** and increase the amount of time they are physically active each week
- Eligible applicants: school districts, community-based nonprofits
- 2009 Deadline: 3/6/2009
- Application is available as an archived reference at:
www.ed.gov/programs/whitephysed/applicant.html



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PEP

- Awards may be one, two, or three years in length
- Most awards are between \$100,000 and \$500,000 per year, although there is no specific request cap
- Required match of 10% the first year and 25% each of the following years—in-kind matches are acceptable



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PEP: What Does it Take to Win?

- **Discussion of your state PE standards throughout the application!!!**
- **A solid, clear need case**
- A solid, comprehensive plan for change
- A strong discussion of the expected impact of your project
- Measurable outcomes clearly linked to the problems discussed in the Need statement including GPRAs outcomes and baseline data
- *Partners and coordination with local, state, and federal resources!*
- Professional development!!!
- A program design with a basis in research
- A strong evaluation that is ongoing and will result in objective data—both qualitative and quantitative
- **A good review panel!*****

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PEP: Pitfalls to Avoid

- Requesting money for construction
- Requesting money for team sports equipment
- Requesting money for ROTC
- Discussing allowing community members to access equipment purchased with the grant
- Referencing national PE standards
- Disregarding the newest RFP!!!
- **Copying other applications!!!**



PEP: Pitfalls to Avoid

- Leaving out information detailing how your program will meet the **needs** of the target population
- Naming vendors in your application (no longer permitted)
- Neglecting to include enough professional development and/or not taking into account the needs of your PE teachers
- Supplanting
- *Failing to meet the matching requirement!!!*



Specific to this Topic Area...

- www.playgroundsafety.org/safety/foundation.htm (*list by state for many states*)
- www.cvsnyder.com/default.asp?page=132&productnum1=132&CMS_Parent=0
- www.peacefulplaygrounds.com/grants.htm
- prosites-closethe-loop.homestead.com/grants.html
- www.boundlessplaygrounds.org/partners/foundation.php



My Favorites

- Federal Electronic Grants Clearinghouse: www.grants.gov
- www.ed.gov/fund/grant/apply/grantapps/index.html
- www.cdc.gov/od/pgo/funding/grantmain.htm#CON
- www.healthinschools.org/News%20Room/Grant%20Alerts.aspx
- www.grantwrangler.com
- Rural Assistance Center: www.raonline.org/info_guides/funding
- The Foundation Center: www.fdncenter.org
 - Foundation Directory Online: fconline.fdncenter.org
 - **To sign up for RFP Bulletin:** foundationcenter.org/findfunders/fundingresources/rfp.html then click "Newsletters" in the middle of the page



Other Valuable Resources

- www.cdc.gov/HealthyYouth/funding/index.htm
- www.aahperd.org/NASPE/template.cfm?template=grant_opp.html
- www.cdc.gov/od/pgo/funding/grantmain.htm#CON
- www.peggrants.info
- polarusa.com/education/fundinggrants/fundinggrants.asp
- www.grantsalert.com
- www.schoolgrants.org
- grants.nih.gov/grants/
- www.pelinks4u.org
- www.pe4life.org



Need Assistance? Contact Us...

Insight Grants Development
***Rosalie J. Mangino-Crandall**
 Grants Consultant,
 President/CEO
rmangino@insightgrants.com
 Mobile: 716.474.0981



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www.insightgrants.com

Thank You!