



Funding Outdoor Activity Programs and Play Spaces through Grants

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Agenda

- Overview of Insight
- What You Need to Know About Grants...
- A Little of What's Out There Right Top Tips for Winning Grants
- Where to Find Grants: Resources
- Insight Contact Information

Overview of Insight



About Insight What We Do

- *Proven Grant Professionals!*
 - *research and analysis*
 - *writing*
 - *editing*
 - *publications*
 - *education and seminars*
 - *evaluation*



About Insight Our Track Record

- Rosalie Mangino-Crandall's "stats":
 - Has served as the lead writer for 11 and editor for at least 15 winning PEP grants
 - Raised well over \$10 Million through PEP between 2003 and 2008
 - Wrote \$18 Million in winning PE, physical activity, nutrition, health and safety grants in 2008 alone—Insight brought in more than \$22 Million in 2008



What You Need to Know About Grants...BEFORE Going After Them



About Insight Background Experience

- Our executive management team has experience working with the public and private sectors, including but not limited to experience in teaching (K12), after school programs and camps for at-risk youth, and publishing
- One-third of our team members have grant reviewer experience!
 - We've reviewed for at least **14** different grant programs, including at least 10 federal grant programs
 - I have reviewed for 3 US ED programs:
 - ED Carol M. White Physical Education for Progress (PEP)
 - ED Improving Literacy through School Libraries (LSL)
 - ED Emergency Response and Crisis Management (ERCM)



About Insight Our Track Record

- Rosalie Mangino-Crandall's "stats":
 - Has served as the lead writer for 12 and editor for at least 23 winning PEP grants
 - Raised well over \$17 Million through PEP between 2003 and 2009—including \$7.2 Million in 2009 alone
 - Wrote \$18 Million in winning PE, physical activity, nutrition, health and safety grants in 2008 alone—Insight brought in more than \$22 Million in 2008





THE MOST IMPORTANT THING TO KNOW: The Purpose of Grants

- *Grants exist to solve social problems at the state or local level.*
 - For 99 grant applications out of 100, your vision is for you and your team—not the funder. The funder wants to know what the problem is and how you're going to solve it.



More About the Purpose of Grants ...

- After recognizing the general purpose of grants, recognize the specific purpose of the program you're looking to apply to.

A Little of What's Out There




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 ≤\$5000 for the creation or improvement of playgrounds or outdoor play spaces
- Partnering with vendors to offer value-added packages of ≤\$5000 (vendor proposals due 3/23)
- Grant RFPs will be issued annually for the four years of the grant period.
- www.aahperd.org/headstartbodystart
- In 2009, grant RFP was issued in May

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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
- http://kaboom.org/build_playspace/get_funding/grants
- 2009: grant was open in the spring
- Also offered 2 \$10,000 and 10 \$1,000 Play Day grants in September 2009

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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 takes 1 year or less
- 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 are typically mid-October and mid-February; last round due February 12, 2010. 2010-2011 dates not yet set
- 1,500 applicant cut-off!!

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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 also varies by state
- www.allstate.com/foundation.aspx

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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
- 2010: 100 grants were available:
 - **Five (5)** programs will receive gift cards valued at \$1000 (a \$500 gift card* to The Home Depot and a \$500 gift card to the Gardening with Kids catalog and educational materials from NGA)
 - **Ninety-five (95)** programs will receive a \$500 gift card* to The Home Depot and educational materials from NGA
- www.kidsgardening.org/YGG.asp
- Most recent deadline was 11/2/2009

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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 4/30/2010** (grants due annually in April)



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 2010: March 31, June 30, September 30, December 31



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 8/1/2010 and due 10/15/2010




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 at least 25 children 2 years old through high school
- \$500- \$7,500
- Foundation formation
- Other related opportunities, support, and technical assistance
- Look for similar foundations in your community!!!
- thegrhf.org
- **Currently open and due 4/30/2010**




Highmark Healthy High 5 Grants

- School Challenge grants for elementary, middle, and high schools in 49 identified Pennsylvania counties
- Focus areas recently changed from five to just two: physical activity and nutrition
- Up to \$10,000 per year per school
- 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—wide range
- Non-profits, municipalities, and schools
- \$10,000-\$50,000 each and renewable for up to two years
- Applicant must match USTA's contribution
- Also offer Project/Program Support grants of \$2,500 to \$10,000
- See site to select the right opportunity for your organization and identify the correct application period
- <http://www.usta.com/USTA/Home/Coaches/AwardsGrantsScholarships.aspx>



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
- http://www.usga.org/about_usga/philanthropy/grants/Good-of-the-Game-Grants/
- 150-250 awards per year
- Award sizes vary—average 2008 award worked out to \$22,542.
- Grants have previously been reviewed annually in January and May. Most recent deadline: 12/15/2009

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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/21stcclc/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
- **2010 estimate: application period to open 4/7; deadline 5/21/2010**
- Application is available as an archived reference at:
www.ed.gov/programs/whitephysed/application.html



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PEP

- 2011: Possible change...
Successful, Safe, and Healthy Students
- **PEP**
- Grants to Reduce Alcohol Abuse
- Elementary and Secondary School Counseling
- Foundations for Learning
- Mental Health Integration in Schools
- Safe and Drug-Free Schools and Communities National Activities

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



Finding More Opportunities... Online Resources

Specific to this Topic Area...

- www.playgroundsafety.org/safety/foundation.htm (list by state for many states)
- www.cvsnider.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: fdonline.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.pepgrants.info
- polarusa.com/education/fundinggrants/fundinggrants.asp
- www.grantsalert.com
- www.schoolgrants.org
- grants.nih.gov/grants/
- www.pelinks4u.org
- www.pe4life.org



Our Resources

- Insight's ***free grant alerts emails!!!***
 - To join, email your name and contact information to info@insightgrants.com or rmangino@insightgrants.com with "Add me to the alerts list" in the subject line.



Insight Contact Information



Need Assistance? Contact Us...

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