



Boston Collaborative for Food & Fitness Youth Fitness Pilot Program Request for Proposals

Overview

The **Boston Collaborative for Food & Fitness (BCFF, or the Collaborative)**, a citywide partnership of food and fitness advocates and organizations, will fund 3–5 youth fitness pilot programs in the summer of 2008. This funding is being made available through a grant provided by the Harvard Pilgrim Health Care Foundation and administered by the Collaborative.

Goals and Background

The goals of this RFP are to:

- Provide unstructured outdoor activities for children, ages 6–12
- Encourage school-aged children and their families to use Boston's parks, playground and other open spaces
- Provide a series of “activity times and places” - safe, outdoor structured events, at which children with their families and/or playmates can engage in unstructured, creative physical activity ("free play") and enjoyment of the open space and its resources.

Over the past year there has been increased awareness that children no longer go outdoors and engage in spontaneous, unstructured activity without adult instruction, as they did in past generations. This lack of child-initiated playtime, such as tag, hide & seek, exploration/fantasy games, has been observed in children of all socio-economic backgrounds and in a wide range of community settings. The Collaborative is seeking programs that will foster unstructured activities that bring together children and families when family time is likely to occur: evenings, weekends or during the summer school vacation.

While the Collaborative expects that adults will be present during playtime and provide an appropriate setting, such as a neighborhood park, and perhaps initiate some activities, the goal is that over time, children will initiate more activities—like kite-flying, swimming, jump rope, ball playing on their own. There is a preference for programs that propose to provide a series of events, so that children and families can become acquainted with the resources and plan to return by themselves.

The overall available funding is \$20,000, with the maximum funding for any one proposal being \$6,000. Applications for smaller amounts are welcome. It is anticipated that 3 – 5 proposals will be funded.

Proposed Activities

The Collaborative anticipates that applying organizations will provide a series of activity times that bring families together at times when family life would normally be occurring, such as weekends and evenings. Activities could be developed in the context of events that are already planned—for example, National Night Out, neighborhood festivals and organized cookouts. Events / activities are expected to happen primarily in the summer months of July and August.

Below are some suggested examples of fundable activities. This list is meant to be suggestive, not a required or comprehensive list of activities. The Collaborative looks for activities that do not require extensive equipment, special facilities and/or highly developed skills. Funding could be used to purchase skip ropes, horse shoes, balls, plants and other low cost play items.

A neighborhood organization designates a regular time and place for unstructured family activity to occur. For example, the activity might take place from 4:30 - 6:30 in a local park or open space. Organizational staff would be available to initiate games (such as tag, capture the flag) that children over the summer would begin to undertake on their own.

A church provides singing or dancing games in an outdoor space after church service that over the summer the children will begin to sing or dance on their own. This singing activity could be combined with other types of activities like those listed above.

A greenspace group initiates a gardening project where parents and children together plant and tend vegetables, herbs and flowers.

All advertising and displays at events must acknowledge Harvard Pilgrim Healthcare Foundation and the Collaborative. Schedules of events and activities must be provided in advance so that interested staff from either organization could attend.

Applicant organization is responsible to secure any necessary permits to hold events in public spaces.

Eligibility

Examples of eligible organizations include family service organizations, community centers, camp and out-of-school programs, faith organizations, neighborhood associations, and green space organizations, among others. Other organizations meeting the criteria below are also eligible to apply.

To be eligible for the Youth Fitness Pilot Program, the applicant organization:

- Must be located in and serve youth and families in one or more of these Boston neighborhoods: Dorchester, East Boston, Jamaica Plain, Mattapan, or Roxbury;
- Must plan to engage children and families in program activities including physical activity/games;
- Must identify a program coordinator who will oversee the "activity times";
- Must be qualified for exemption under section 501(c)(3) of the Internal Revenue Code or apply via a 501(c)(3) organization that will act as the fiscal manager of the funds; and
- May be a grass roots community group or an established nonprofit agency or organization.

Greater priority will be given to organizations that:

- Have an existing commitment to promoting and sustaining child and family wellness;
- Have an existing commitment to school-aged children and their families, and have experience in drawing these community members to participate in program activities;
- Demonstrate an understanding of "free play" and how time for free, unstructured, self-motivated play can be incorporated into youth fitness activities, and
- Have a demonstrated capacity to achieve the project goals in the required time frame
- The Collaborative reserves the right to make awards across the range of neighborhoods that we are targeting.

Grant Period, Evaluation and Reporting

Applications are due by 5:00 pm May 16. Grants notices will be issued approximately May 30, with a start date of approximately June 9. It is anticipated that activities will occur predominately in the summer months, while school is out of session. All program activities must be completed no later than October 31. No expenses may be incurred after this time.

Organizations chosen to participate in this grant will be required to document their success by:

- Submitting a one page interim report at end of July.
- Submitting a short final progress report detailing the types of events/activities, and the level of participation, using a simple format provided by the Collaborative.
- Seeking participant input through a short survey provided by the Collaborative. The Collaborative will tabulate the survey results if the grantee is unable to do so.
- Participating in the Collaborative by attending one Fitness Committee meeting to report on the effectiveness of the pilot and possibly report to one larger Collaborative meeting.

Successful applicants will be required to sign a contract with the Boston Public Health Commission, which is the fiscal agent for the Collaborative. Funds will be dispersed according to the following schedule: 1/3 upon signing contract; 1/3 upon submission of interim report; 1/3 when project activities are complete and required documentation has been received, including a reconciliation of actual expenses against the budget.

Collaborative Overview

The Collaborative is a citywide partnership working to improve community health through a comprehensive initiative addressing issues related to food and fitness. The Collaborative is comprised of dynamic individuals representing a diverse group of sectors, including healthcare, government, education, youth development, food systems, social services and residents.

In summer 2006, the Collaborative was formed to respond to a growing interest in partnering to address disparities in access to food and fitness opportunities in Boston, as well as to respond to Kellogg's invitation to apply for a Food and Fitness grant. The Boston Collaborative for Food & Fitness is one of 9 initiatives funded by the W. K. Kellogg Foundation's (WKKF) national Food and Fitness Initiative. The initiative is a 10-year effort to create vibrant communities that support access to locally grown, healthy, affordable food, and safe and convenient places for physical activity and play. (For more information, go to:

<http://www.wkkf.org/default.aspx?tabid=75&CID=383&NID=61&LanguageID=0>).

In April 2007, WKKF awarded the Collaborative a 2-year planning grant. It is our hope that through this Youth Fitness Pilot Program the Collaborative will identify model programs to replicate during the implementation phase of the grant. When the planning phase is complete, the Collaborative will submit a 5-year plan to Kellogg in January 2009, and, if accepted, its implementation will begin in April 2009. Another three (3) years of sustainability funding may be available in 2014.

The vision of the BCFF is

- An increased community demand for, and availability of, affordable, locally grown, and healthy foods;
- Easy access to safe and appropriate play spaces for all children;

- The integration of physical activity in the daily lives of community residents;
- Youth who are civically engaged and understand the connection between healthy food, physical activity and good health.

The Collaborative is open to all Boston organizations and residents with an interest in helping to achieve its objectives. There are currently more than 50 organizational members and a growing number of community resident members, representing a diverse cross-section of Boston’s communities. Membership is constantly expanding to include new groups, under-represented communities, community residents and potential partners who share our goals. Current membership includes youth, community residents; community-based and agricultural organizations; government and social service agencies; health care and academic institutions; and organizations focused on physical activities.

Application Process

Organizations must submit a completed Boston Collaborative for Food & Fitness application (separate Word document), including *all* of the following:

- Application cover sheet
- Narrative, not to exceed 4 typed pages, answering the application questions. (The cover sheet, budget form and attachments are not part of the 4 page limit)
- Budget form, including justification for the requested expenses.
- Attachment 1: A narrative of the organization’s history, mission and key achievements.
- Attachment 2: IRS Letter confirming organization's tax-exempt status - 501(c) (3) or 501(c) (3) letter from an organization serving as the fiscal agent.

Submit one (1) original and five (5) copies of the complete application package to:

Maggie Cohn
Boston Collaborative for Food & Fitness
 The Medical Foundation
 622 Washington Street
 Dorchester, Mass. 02124
 617-279-2240 x519

Applications may be mailed or hand-delivered but must be received by 5:00 pm Friday May 16, 2008. If you have questions regarding this RFP, contact Dorothea Hass at dhass@walkboston.org before April 30, 2008. ***Please note date restrictions. Questions must be sent by e-mail and will be answered by email; no phone calls or faxes will be accepted.***

RFP Release	April 18, 2008
Deadline for Questions	April 30, 2008
Deadline for Proposals	May 16, 2008
Award Notices	May 30, 2008
Grant Begins	June 9, 2008
Grant Period Ends	October 31, 2008