

**2015-2016 *School Grants for Healthy Kids***

***Breakfast Grants Application for Funds***

Through partners Kellogg Company, the Kellogg Company Fund, and the Walmart Foundation, Action for Healthy Kids is pleased to release its *School Grants for Healthy Kids* opportunities for the 2015-2016 school year. Around 650 schools will be awarded funds ranging from $1,000 to $2,500 to support school breakfast programs. Funded schools will also receive expertise and people power to help implement a successful project that leads to sustainable change.

Award amounts will be based on building enrollment, project type, potential impact, and a school’s ability to mobilize parents and students around school wellness initiatives. ***Grants are available in select states as listed below.***

**What schools need to know to apply:**

* Interested schools are invited to attend a webinar to learn more about the available grant opportunities for 2015-2016 and receive tips for applying. NOTE: The archived webinar will be available.
  + **Breakfast Grants: Wednesday, March 18, 2015 – 3:00-4:00 pm ET / 12:00-1:00 pm P**T
    - Register here: <http://www.actionforhealthykids.org/events/event/284>
* The following grants are available:
  + **School Building Alternative Breakfast Grant**  –ALL STATES– to include alternative breakfast programs (i.e., breakfast in the classroom, grab and go breakfast, breakfast after 1st period, breakfast on the school bus) and universal breakfast programs. Grant size is **$1,750 per school.   
    IMPACT:** Schools must realize an increase in daily ADP of school breakfast program by 25%, and must provide information to students/parents on nutrition and caloric content of foods available. Schools must also join the celebration during *Every Kid Healthy Week* by hosting a family-friendly health-promoting event during April 2016. ***(Note: Schools must participate in the National School Lunch Program and National School Breakfast Program; and must have a free/reduced priced meal eligibility greater than 40% to be eligible. Priority selection will be given to schools with student enrollment greater than 500 students****).*
  + **School District Alternative Breakfast Grant** - ALL STATES—to include alternative breakfast programs (i.e., breakfast in the classroom, grab and go breakfast, breakfast after 1st period, breakfast on the school bus) in 10-30 schools within the district. Average district grant size will depend on the number of schools included in project with **each school receiving $2,100** (i.e., 10 schools funded = $21,000). District will also receive additional technical assistance with a site visit from National AFHK breakfast expert.  **IMPACT:** Schools must realize an increase in daily ADP of school breakfast program by 35%. Schools must also join the celebration during Every Kid Healthy Week by hosting a family-friendly health-promoting event during April 2016. (***Note: Schools must participate in the National School Lunch Program and National School Breakfast Program; and selected schools must have an average free/reduced meal eligibility greater than 50% across the district to be eligible. Primary Contact (i.e., food service director or other lead staff) must attend a convening of granted districts for additional training and support either during the summer or at the early implementation stage of the grant.)***
  + **Universal School Breakfast Pilot** - SELECT STATES - (CA, CO, DC/MD/VA, FL, GA, IL, KY, LA, MA, MI, MN, MS, NC, NJ, NY, OH, PA, TX, WA) - Provides funding to pilot a universal and alternative breakfast program . Grant size is **$2,500 per school** withthe opportunity to fund multiple schools within the district. Previously funded universal breakfast grantees are eligible to receive **$1,000** sustainability grants to support their breakfast program.  **IMPACT:** Schools must strive to achieve an increase in daily ADP of the new universal breakfast program to target 85% or greater, and must provide information to students/parents on nutrition and caloric content of foods available. Schools must also join the celebration during *Every Kid Healthy Week* by hosting a family-friendly health-promoting event during April 2016**. (*NOTE:******Schools must participate in the National School Lunch Program and National School Breakfast Program; and must have a free/reduced priced meal eligibility greater than 60% to be eligible*).**

**Steps to Apply**

1. Applications must be submitted online at [www.ActionforHealthyKids.org/SchoolGrantsforHealthyKids](http://www.ActionforHealthyKids.org/SchoolGrantsforHealthyKids). Online grant portal will be available during the week of March 2, 2015.
2. Schools should complete the paper application with their grant team in order to organize your proposal in a thoughtful manner, check spelling and character count. Once completed, proceed to the online grant portal to submit your official application by copying and pasting. NOTE: Paper applications will not be accepted! Please note: application fields have character with words limits. Not word count or character count limit but **character count with spaces.**
3. Districts interested in submitting applications for multiple schools must complete individual applications for each school.
4. Once the paper application is complete, it will take ~30 minutes to submit online.
5. Deadlines
   * Friday, May 1, 2015 – Applications Due (No Deadline Extensions Accepted)
   * Friday, May 29, 2015 – Awarded schools notified
   * Friday, June 12, 2015 – Submission of school Memorandum of Agreement (MOA) (including Wellness Survey and 5 person Team) and School Health Index due
     + MOAs not received within 3 weeks of award will lose grant
   * Wednesday, September 9, 2015 – Webinar for grant funded schools
   * Friday, December 11, 2015 – Mid Project report due
   * Friday, May 27, 2016 – Final Project report due

***Proceed to the next page to begin your application.***



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**School Contact Information**

1. School Contact Information
   1. Primary Grant Contact (name of person who will serve as key contact for this grant)
   2. Title
   3. School District
   4. School Name
   5. City
   6. State
   7. Zip
   8. Phone Number
   9. Fax
   10. Email (Note: We will use email for all communications. Please ensure there are no typos in your address.)
   11. Alternate Email (Note: We will use this email address in case we are unable to communicate with your school address.)
2. Provide the names of the following key individuals. NOTE: By providing their names this indicates their buy-in and approval of your proposal and will fully support the grant activities and requirements, if funded.
   1. Name of Principal/Administrator (if different from the person completing the application)

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Name of District Food Service Director (if different from the person completing the application)

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 1. Name of School Building Food Service Manager (if different from the person completing the application)

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Current Average Daily Participation in School Meals**

* ADP for School Lunch (please enter the percentage as a whole number no greater than 100 (no decimals), i.e. 67% = 67)
* ADP for School Breakfast (please enter percentage as a whole number no greater than 100 (no decimals), i.e. 35% = 35)
* Free and Reduced % for school (please enter percentage as a whole number no greater than 100 (no decimals), i.e. 85% = 85) \_\_\_\_\_\_\_\_\_\_\_\_
* Please indicate your current breakfast model (check all that apply):
  + 1. Alternative – Breakfast in the Classroom
    2. Alternative – Grab and Go
    3. Alternative – Breakfast after 1st period
    4. Universal breakfast
    5. Community Eligibility
    6. Other: Describe
* Please indicate below which tactic(s) will be utilized to drive increased participation in school breakfast programs.
  + - Alternative – Breakfast in the Classroom
    - Alternative – Grab and Go
    - Alternative – Breakfast after 1st period
    - Universal breakfast
    - Community Eligibility
    - Other: Describe

**Project Detail, Plan and Evaluation**

Please describe your project concept in this section to the best of your ability. Action for Healthy Kids is looking for utilization of best practices that lead to the greatest impact on policy, systems, and environmental changes; and thus, on student health and academic achievement. In your description, please identify how you will meet the impacts listed for your project area for the successful execution of your project.

Project Detail – Describe in detail the project you wish to see at your school. (2000 characters).

Project Outcomes – Please describe 3-5 measurable outcomes that will lead to the impacts from your desired program area (alternative breakfast, universal breakfast, physical activity or nutrition initiative). Outcomes are statements summarizing what the target group will know, be able to do, or do as a result of your work. A good, measurable outcome can be written in the following way: “By (a set time), (what number or percentage) of (who) will (do what).” For example, “By June 30, 2016, 25% more students will participate daily in the school breakfast program.” Or “By December 2015, 50% of student’s will increase their activity during recess.”

* Outcome #1
* Outcome #2
* Outcome #3
* Outcome #4
* Outcome #5

Project Timeline – Please describe your tentative project timeline. Tell us what you hope to accomplish in each month of the grant term (July 2015 through June 2016). (4000 characters)

* July 2015
* August 2015
* Sept 2015
* Oct 2015
* Nov 2015
* Dec 2015
* Jan 2016
* Feb 2016
* Mar 2016
* April 2016
* May 2016
* June 2016

Evaluation – Describe how you will measure your outcomes (800 characters).

Sustainability – Once the grant term is over, describe how your school team will ensure that the programs, policies, and practices developed and implemented as part of this grant will be sustained for, at least, the next 3 school years (through 2018-2019 school year). (2000 characters)

Celebrate Your Accomplishments during Every Kid Healthy Week – There’s no doubt your school is doing amazing things to help ensure your students are healthy learners. Let’s celebrate those successes! Action for Healthy Kids’ *Every Kid Healthy* *Week* falls on April 17-23, 2016. As part of this grant, explain a new or existing type of event your school can host during the month of April 2016 to help celebrate healthy kids with your school community (activity ideas: taste tests with students and families, playground refurbishing projects, cafeteria makeovers, guest chefs/fitness instructors, family/fun activities, etc.). (2000 characters)

Your Grant Team – Action for Healthy Kids believes in the power of team work, especially when it comes to coordinating wellness programs with schools. Funded schools will be required to build a team of 5 individuals to help implement this grant. Names and contact information for your team will be requested during the awards process in June 2015. Team members could include: administrators, school staff, students, PTA/PTO members, foodservice, district level school health advisory council members, parents, community members, or other. Do you agree to provide names and contact information for your school team members, if awarded?

* Yes
* No

Healthy Schools Certification

AFHK believes in the value of becoming healthy school certified. Using national certifications programs, Action for Healthy Kids is working to ensure that all U.S. schools provide healthy foods, quality health and physical education, and comprehensive physical activity and are recognized for the hard work they put into ensuring every kid is healthy and ready to learn. Is your school healthy schools certified (either through the USDA’s HealthierUS Schools Challenge or the Alliance for a Healthier Generation’s Healthy Schools Program)?

* Yes, we are currently USDA’s HealthierUS Schools Challenge certified
* Yes, we are currently Alliance for a Healthier Generation’s Healthy Schools Program certified
* No, we were certified before but our certification expired.
* No, but our application has been submitted but is not yet approved.
* No, but we are actively working towards meeting the criteria for certification
* No, but we are interested in learning more
* No, I’ve never heard of healthy schools certification programs

**Final Questions**

You’re almost there! Tell us a bit more about your successes. Here is the place to sell us on why your school should be selected to receive this grant. Brag away!!!

Every school has “success stories” to share as they celebrate progress made toward creating healthy and active school communities. Share the nutrition or physical activity initiative that you are most proud of having implemented in your school (2000 characters).

Has your school received (or applied for) additional funding to address nutrition or physical activity? (e.g. PEP grant, Team Nutrition grant, Action for Healthy Kids, Fuel Up to Play 60 mini-grant, etc.). If so, please describe. (400 characters)

How did you hear about the School Grants for Healthy Kids grant opportunity?

* Action for Healthy Kids website
* Action for Healthy Kids National Newsletters
* Action for Healthy Kids State Team Communications (email, newsletters)
* Action for Healthy Kids State Coordinator
* Partner website or communications (USDA, FRAC, ShapeAmerica, etc.)
* Previously funded school through the School Grants for Healthy Kids
* Other:

**Budget**

Please itemize below how you plan to use the grant funds to achieve the objective/s of this mini grant. Be specific. Grant funds may not be used for staffing or administrative costs.

Your proposed budget must not exceed the grant maximum. Grants will be funded in the amount of

* School Alternative Breakfast Expansion or Pilot – $1,750
* School District Alternative Breakfast Expansion- $2,100/school
* Universal Breakfast Pilot - $2,500

|  |  |  |  |
| --- | --- | --- | --- |
|  | **First Semester Request**  **(not to exceed 65% of total)** | **Second Semester Request (not to exceed 35% of total)** | **Justification of Funds**  **(Description of use of funds)** |
| Program equipment and supplies |  |  |  |
| Incentives, gifts, and awards |  |  |  |
| Evaluation |  |  |  |
| Printing and Copying |  |  |  |
| Meeting/Event Costs |  |  |  |
| Every Kid Healthy Week Event Costs |  |  |  |
| Every Kid Healthy Week Promotions | 50 | 50 | All schools will receive $100 Every Kid Healthy promotional items |
| Other |  |  |  |
| **Total Amount to School Support** |  |  |  |

*Thank you for completing this paper application. Once satisfied, proceed to* [*www.ActionforHealthyKids.org/grants*](http://www.ActionforHealthyKids.org/grants) *to submit your application online.*

***Paper applications will not be accepted.***

**For questions please contact your designated** [**AFHK State Coordinator**](http://www.actionforhealthykids.org/about-us/our-team/state-coordinators) **or** [**SchoolGrants@ActionforHealthyKids.org**](mailto:SchoolGrants@ActionforHealthyKids.org)

**Applications are due Friday, May 1, 2015.**

**Schools will be notified by Friday, May 29, 2015.**