

Request for Proposals

Seed Grant Funding

Fresh Ideas to Strengthen Opportunities for People to Live Healthier Lives

C.H.E.F. has a history of philanthropy, and we are pleased to offer grants for organizations, projects, and initiatives in the United States that support our mission and new program priorities in the prevention of **health inequities**.

- **Funding is provided in Clark, Pierce and Spokane counties**
- **Applications Due: September 12, 2008**
- **Grant Cycle: September 30, 2008 – September 29, 2009**
- **Amount¹:**
 - **Clark County: Maximum of \$20,000**
 - **Pierce County: Maximum \$15,000**
 - **Spokane County: Maximum of \$10,000**

Background

Since 1974, Comprehensive Health Education Foundation's (C.H.E.F.®) mission has been to help people and communities improve the quality of their lives through health education. Through our work with schools and health organizations to promote health for people of all ages, C.H.E.F. has become a nationally recognized leader in the development of health education materials and programs.

Recently, we have refined our organizational focus to better meet our mission by addressing the prevention of **health inequities**. We define **health inequities** as differences in the incidence, prevalence, mortality, and burden of diseases that exist for specific populations in the United States. Low-income individuals and people of color within the United States generally have higher rates of poor health and injury than those who are in higher-income groups and are Caucasian.

Grantmaking

For the next ten years, starting in 2007, C.H.E.F. will address this new strategic focus by providing grants to support and enhance local organizations' capacity to reduce health inequities. Our initial grant-making effort will focus on Clark, Pierce, and Spokane Counties in Washington State. We will award one-year grants to culturally appropriate, community-led collaborations to test their "best idea" on how to make it easier for people who are most affected by health inequities to move more and eat healthier.

Quite simply, not everyone has an equal opportunity for or access to health. Research shows that low-income individuals and people of color within the United States generally

¹ We already fund projects in each of the three counties. Differences in the amount of available dollars for seed grants reflects differences in our existing funding commitments in each of the counties.

have higher rates of poor health and injury than those who are in higher-income groups and are Caucasian.

The strategy C.H.E.F.'s Philanthropic Division has adopted to prevent these inequities is to eliminate two primary risk factors that underlie multiple chronic diseases: physical inactivity and poor nutrition. The forces that produce inactivity and poor nutrition among low-income populations and communities of color are so fundamental, wide-reaching, and powerful that to affect change a multifaceted approach that transforms public policies and community norms will be necessary. Something resembling an expansive social movement will be required.

Changes in public policy can create environmental changes that make it easier for people to move more and eat healthier (e.g., comprehensive school nutrition policies, complete streets zoning, fast food bans around schools, fresh food financing, etc.). However, for a community to accept, promote, and enforce a particular policy or regulation, there must be some understanding of the problem and a readiness to change based on that understanding.

This is where changing norms and building community interest comes in. For a community to accept, promote, and enforce a particular policy or regulation, there must be an understanding of the problem and a readiness to change.

We believe projects that are grounded in the ethnic and cultural traditions of the community being served will be most successful at changing norms in communities that are most deeply affected by current health and environmental inequities.. We also believe that collaboration and partnership between projects and organizations will also lead to a greater likelihood of success.

The goal of C.H.E.F.'s grant program is to make it easier for people who are most deeply affected by health and environmental inequities to move more and eat healthier, particularly people living in poverty and people of color. Our intended outcomes are to:

- Increase community members' knowledge of the importance of physical activity and healthy eating
- Increase community members' ability to cook healthier meals on a budget and build movement into their daily activities
- Educate communities most affected by health inequities, key organizations that serve those communities, and the broader public about the importance of eating healthier and moving more.

Finally, in words like those used by Margaret Mead, we believe small groups of dedicated people versed in the culture of those being served and endowed with creativity and modest support will create the change needed to live in good health.

Application Process

- C.H.E.F. & Grantee Initial Conversation (Strongly encouraged)

- Optional Draft Narrative and Budget Submitted to C.H.E.F. (no later than August 11, 08)
- C.H.E.F. Feedback to Grantee (no later than August 22, 08)
- Final Application Submitted to C.H.E.F. (September 12, 08)
- First Check Awarded (September 26, 08)

Draft Narrative and Budget

Please submit an electronic copy of your draft narrative and budget to your program officer. Submitting your initial draft is optional, but highly recommended. Your program officer will provide you with feedback for consideration as you complete your final application.

- Clark County: Sue Anderson, 206-832-1917, SueA@chef.org
- Pierce County: Karen Lewis, 206-832-1905, KarenL@chef.org
- Spokane County: Kathy Burgoyne, 206-832-1903, KathyB@chef.org

Final Application

Please submit an electronic copy of your final application (narrative, budget) along with a cover letter, signed by your organization's executive director, and one copy of each required attachment (see accompanying application form). **No faxes please**

Application Deadline

Complete applications, with all of the attachments required, are due September 12, 2008. Funding decisions will be announced in early October. C.H.E.F. will review proposals and award grants to organizations that most closely and creatively aim to increase opportunities for people to move more and eat healthier. Proposals are invited from organizations in three Washington Counties: Clark, Pierce, and Spokane.

Eligibility to Apply

- Organizations with tax-exemption through section 501(c)(3) of the Internal Revenue Service Code, such as churches, social and health services organizations, etc.
- Public agencies, such as schools, housing authorities, health departments, community centers, etc.
- Tribal governments
- Organizations must be located and incorporated within Washington state and currently provide programs and services to people living in Spokane, Pierce or Clark Counties
- Organizations where people are not excluded because of their practices and policies in regard to disabilities, age, sex, sexual orientation, race, ethnic origin, or creed.

Funding is not provided for:

- Individuals
- Endowments
- Political campaigns or candidates
- Lobbying activities
- Deficits or debt-retirement
- Academic or research activities
- Capital campaigns
- Fundraising activities
- Organizations that unfairly discriminate in any manner

Examples of Norms and Fundable Projects

Two norms that contribute to unhealthy behavior are:

- It is normal to drive every where, whether it's around the corner to the grocery store or across town to work, and
- It is typical to eat food that is inexpensive and requires little preparation.

Two norms that contribute to healthy behavior are:

- It is normal to be physically active each day, and
- It is routine to eat something fresh each day.

Fundable Projects

- Using a “community kitchen” for families to come together to prepare culturally appropriate, healthy meals. Families could eat some of what they have prepared and freeze the rest. Grant funds could cover the cost of the ingredients, playgroups for children while parents are assembling meals, nutritional consulting, and instruction.
- Organizing cultural activities that encourage physical activity, such as starting an African-American dance and drumming troupe. Grant funds could cover the cost of recruiting participants, paying teachers, buying drums, printing participants’ t-shirts, and hosting periodic celebrations.
- Creating a community garden to grow vegetables within a low-income neighborhood and sponsoring cooking groups to learn how to use fresh produce. Grant funds could cover the cost of seeds and plants, gardening tools, cold frames, food supplies for meal preparation, and staffing costs.
- Using culturally and linguistically appropriate methods to develop and distribute health information, such as bringing wellness promotion alive by using American Indian artists and storytellers to spread the word about prevention. Grant funds could be used to provide a stipend to

artists and writers, produce the materials, and distribute them to tribal members at pow-wows.

- Advocating for nutritious lunches and snacks to be provided to children in child care (i.e., child care centers, family, friends, and neighbor care, Head Start, ECAP, etc.). Grant funds could fund the compilation of recipes and samples, printing menus and ingredient lists, and hosting preparation classes for providers and teachers.

Fresh Ideas Focus

Proposals must specifically address one or more of the following areas to increase people's opportunities to move more and eat healthier:

- **Move More.** Becoming more active (less watching TV, playing video games, sitting time, and more regular physical activity) provides a wide range of health benefits and helps protect against conditions that lead to early death and disease, including high blood pressure, diabetes, obesity, depression, stroke, and heart disease.
- **Eat Healthier.** Healthy eating can help prevent heart disease, stroke, diabetes, obesity, osteoporosis, and some cancers.

C.H.E.F. will give Priority to Proposals that:

- include or are based upon knowledge of the cultural and ethnic traditions of the community being served.
- get the support of others (i.e., donated supplies, space, and staffing).
- include organizations working together (i.e., organizations that know about and are trusted by the intended audience, who work with organizations that have experience in addressing health topics, and who have strong management skills).
- Include an educational component
- Include the target audience in planning (e.g., youth, seniors, parents).

Reporting

We are very interested in learning from your work. C.H.E.F. will conduct a minimum of three site visits each year with your project staff and partners. At the projects midpoint and year-end we will request written progress and financial reports that include the following:

- **Progress Report (March 26, 2009 and September 28, 2009)**

Answer the questions below in regard to each goal of the project:

1. What has been accomplished to date?
2. What has worked well? (Success Stories)

3. What has been challenging?
4. What changes have you made or are you planning to make?
(process/program) Why?
5. When the grant period is over, what change will remain in your community, if any, as a result of this grant? (e.g., ongoing nutrition education classes, trained community health workers, participants continuing to be active, etc.)
6. What have you learned?

- **Financial Report**

Budget items; proposed expenses; actual expenses; percent spent.

To Apply

Complete applications, including all attachments, are to be postmarked no later than September 12, 2008. They should be sent with a cover letter, signed by the executive director of the applying organization or lead agency of a collaborative effort to the following address:

Kari L. Lewis, Grants Administrator
Comprehensive Health Education Foundation
159 South Jackson Street
Suite 510
Seattle, WA 98104

To download the application, visit our Web site at www.chef.org and click on Grants.