



2010 Foodlink/Pound for Pound Mini-Grant

To end hunger and increase nutrition and physical activity

Grants Available Pending Steering Committee's Approval

This effort is undertaken in collaboration with the Monroe County Task Force on Physical Activity and Nutrition and the City of Rochester

DEADLINES:

Letter of Intent Due - February 28, 2010

Application Due - March 31, 2010

Questions: Contact Foodlink at pfchallenge@foodlinkny.org

Foodlink Pound for Pound Challenge 2010 Application for Mini-Grant

Overview

In partnership with NBC's *The Biggest Loser* and Feeding America, Foodlink aims to end hunger and encourage healthier lifestyles through participation in the Pound for Pound Challenge (see the attached description of Pound for Pound). Foodlink is awarding \$1,000 mini-grants to six small to mid-sized non-profits that promote healthy lifestyles and wellness through new or ongoing initiatives targeting employees or the people they serve. The Pound for Pound Steering Committee will award the grants on behalf of Foodlink.

Who is eligible?

- 1) Eligible organizations include small to mid-sized nonprofits such as, churches, food pantries, soup kitchens, and other community-based organizations.
- 2) All organizations must have a 501(c)3 status.
- 3) All organizations must be located within Foodlink's 10-county service area (including Allegany, Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates counties).

How can the grant be used?

The grant must be used for operational or expansion costs associated with an eligible organization's health and wellness program. The health and wellness program must target people over the age of 18, including employees or people served by the organization.

Examples include:

- 1) Policy changes that promote physical activity and healthy eating in the workplace.
- 2) Environmental or facility upgrades promoting physical activity and healthy eating.
- 3) Expanded wellness programs benefiting high-risk, underserved populations.

What can the grant NOT be used for?

The grant **cannot** be used for administrative costs, not limited to but including rent, utilities or salaries.

Selection Criteria

The content of proposals submitted will be assessed by the Pound for Pound Steering Committee. **The entire proposal should not exceed three pages.** It will be measured according to the following criteria:

- 1) Significance of change
 - a. Metrics for determining change
 - b. Targets
- 2) Appropriate use of funds
- 3) Sustainability of the initiative
- 4) Creativity of the approach to promote long-term wellness
- 5) Online access for participants to pledge pounds (public libraries are acceptable)
- 6) Creativity of integration of the Pound for Pound Challenge - Eligible organizations are required to use the Pound for Pound Challenge as part of their wellness program to facilitate healthy behavioral change by encouraging participants to log on to www.pfpchallenge.com and pledge their pounds.

- 7) Grant recipients must agree to receive health and wellness information from Foodlink throughout the duration of the Pound for Pound Challenge and disseminate this information to participants.

Timeline (Late applications will NOT be considered)

- 1) Mini-grant Letter of Intent received by February 28, 2010, 5pm
- 2) Mini-grant Applications received by March 31, 2010, 5pm
- 3) Grants awarded: April 30, 2010, Close of Business

Letter of Intent

A letter of Intent must be submitted by February 28, 2010, 5pm.

- 1) Please provide a brief introduction to your organization and a description of the program or initiative to be considered for the mini-grant.
- 2) You must clearly outline the metrics for the significance of change you propose.

Documentation

Funds must be expended with appropriate documentation before September 30, 2010. Any unexpended funds must be returned to Foodlink. Documentation will need to include proof of payment for expenses or identified pieces of equipment that were approved for purchase (if any). A follow up questionnaire will be sent out in mid-August.

Return this completed application by April 30, 2010 to:

Foodlink
Attn: Terra Keller
936 Exchange Street
Rochester, NY 14608
(585) 328 3380 x131

Please direct your questions or inquiries to: fpchallenge@foodlinkny.org

Pound for Pound Application for Mini-Grant

Your Organization's Name: _____

Foodlink ID (if applicable): _____

Please attach proof of your organization's 501(c)3 status.

Person to be contacted in regard to the administration of this grant:

Name: _____

Position: _____

Mailing Address: _____

Email Address: _____

Phone Number: _____

*Please answer these questions on a separate sheet of paper and attach. **Do not exceed three pages.***

- 1) Describe your organizations current and/or previous commitment to health and wellness.
- 2) Propose how you will use the funds to encourage physical activity and/or healthy eating.
 - a. Please provide a description and attach a detailed budget breakdown.
 - b. Please attach a program timeline and activity plan.
 - c. Explain how the program or initiative will be sustained beyond the mini-grant period.
- 3) How many people participate in your program? Please provide a demographic description including gender, age range, and socioeconomic background.
- 4) What changes will happen as a result of this program?
- 5) Explain how you are incorporating the Pound for Pound Challenge to help your participants meet their goals.
 - a. How are your participants accessing the Internet to pledge pounds at www.pfpchallenge.com?
 - b. Are you encouraging participants to visit local libraries to use the Internet and access information on health and nutrition? Please explain.
- 6) Do you consent to receive health and wellness information from Foodlink throughout the duration of the Pound for Pound Challenge and disseminate to participants? Please affirmatively state your commitment.
- 7) Please share an inspirational wellness story from someone or a group in your program.
(Optional)



Pound for Pound Challenge Information

What is the Pound For Pound Challenge?

Foodlink and the City of Rochester are partnering for the Pound for Pound Challenge, sponsored by Feeding America, General Mills, and NBC's *The Biggest Loser*. This program runs from January to June and is built around *The Biggest Loser*, a reality show that challenges and encourages overweight contestants to shed pounds through diet and exercise. The Challenge tagline "Lose Nationally, Feed Locally" is Foodlink's goal to strengthen the community through wellness. Foodlink and the City are promoting long-term lifestyle changes through the Challenge in an effort to battle the human-tendency to lose weight and gain it back. We are encouraging businesses, community organizations, and non-profits to leverage the Pound for Pound Challenge as part of sustainable long-term wellness initiatives. Foodlink is awarding six mini-grants to local non-profit organizations that are able to leverage the Challenge and promote lifestyle changes. Visit www.foodlinkny.org for more information.

How does the Challenge work?

Individuals

Visit www.pfpchallenge.com to pledge your weight-loss goal. For each pound participants pledge to lose, 14 cents – enough for one pound of food – is donated to help Foodlink fight hunger in our community. Residents of Foodlink's 10-county service area are urged to pledge their weight loss and to support Foodlink.

Groups, Organizations and Businesses

Participants can also create Challenge teams of family, friends, neighbors, coworkers, etc. through the Challenge PLUS program. Your team can sponsor walks, exercise events, healthy meals, and nutrition classes to keep you motivated. First visit www.pfpchallenge.com to pledge your pounds, then visit www.feedingamerica.org/challengeplus to create a team and raise more funds for Foodlink. Similar to fundraising programs used for runs and walks, the Challenge PLUS program provides participants everything they need to create a team and ask people to sponsor their Challenge. Please contact Foodlink at pfpchallenge@foodlinkny.org if you would like a Team Toolkit to help you get started.

What is Foodlink doing?

Nonprofits that participate in the Challenge by promoting healthy living are eligible to apply for a mini-grant from Foodlink to help sustain their wellness program. Foodlink is awarding \$1,000 mini-grants to six small to mid-sized non-profits that promote healthy lifestyles and wellness through new or ongoing initiatives targeting employees or the people they serve. Please contact Foodlink at pfpchallenge@foodlinkny.org for more information.

Pound for Pound in the Community

The Pound for Pound Challenge is an opportunity to utilize local recreation centers and libraries as fitness and wellness resources. Visit www.foodlinkny.org to find your local recreation center and library.

How can someone help and get involved?

- 1) Take the Challenge! Go to www.pfpchallenge.com, pledge your pounds and help feed your community. For every pound you pledge, General Mills and other sponsors will donate 14 cents to Foodlink.
- 2) Once you have pledged, create a team through the Challenge PLUS program at www.feedingamerica.org/challengeplus to raise more funds for Foodlink.
- 3) Tell your family, friends and co-workers about your efforts and encourage them to join your team or sponsor your weight loss through an online donation to Foodlink.
- 4) Host a Pound for Pound event for your business, team or community. Invite fellow participants to wellness, exercise or nutrition classes to keep them motivated. Be creative! Tell Foodlink about your activities to help with promotion.
- 5) Businesses and organizations can promote healthy living at the workplace by encouraging employees to join the Challenge and create a team.

What is *The Biggest Loser*?

The Biggest Loser is one of the most popular reality television shows. It airs on NBC and pulls in 10 million viewers each week. The show challenges and encourages overweight contestants to shed pounds through diet and exercise. Visit www.nbc.com/the-biggest-loser for more info.

How did the Pound for Pound Challenge do last year?

More than 3.5 million pounds were pledged in last year's Pound for Pound Challenge nationally. More than 16,000 pounds were pledged throughout Foodlink's 10-county service area. This year Foodlink's goal is to surpass 50,000 pounds.

How do I find out more information?

Visit www.foodlinkny.org to learn more about the local Challenge. Please contact Foodlink at pfpchallenge@foodlinkny.org if you have questions. Also, join [Foodlink's Pound for Pound Challenge](#) Facebook group.