

Conrad and Virginia KLEE FOUNDATION

Healthy Lifestyles: *Developing a Community Response to Childhood Overweight and Obesity*

Request for Proposals (RFP)

The Conrad and Virginia Klee Foundation is seeking proposals that will improve the quality of life for children and adults in Broome County by supporting the adoption of healthy lifestyle behaviors. The Healthy Lifestyles RFP will award up to \$300,000 over 2-3 years for 1 grant to a coalition of community partners that seek to impact the issue of overweight and obesity in Broome County on three levels: environmental change, policy change and community behavior change. The strongest proposals will incorporate creative, “game-changing” interventions and will encourage the investment of additional resources (monetary and non-monetary) from participating partners.

I. The Conrad and Virginia Klee Foundation

The Conrad and Virginia Klee Foundation is committed to promoting, nurturing and educating a healthy community. Elements of our mission include, but are not limited to:

- *Educating and promoting healthy lifestyles*
- *Encouraging synergism that occurs when organizations cooperate to promote these ends*
- *Ensuring that young people in Broome County have access to higher education*
- *Supporting the rich arts opportunities of the area*

The Conrad and Virginia Klee Foundation is committed to supporting high-quality, innovative activities that produce measurable improvement in the adoption of healthy lifestyles by children, their families and the community-at-large. Grantees are expected to demonstrate the need for their proposed grant-funded activities, develop meaningful tools to measure progress and provide sound fiscal stewardship of funds awarded. For more in-depth information regarding the Conrad and Virginia Klee Foundation, visit <http://www.kleefoundation.org>.

II. Background

The Conrad and Virginia Klee Foundation has made it a priority to address increasing rates of overweight and obesity in Broome County. While decreasing rates of childhood overweight and obesity is our priority, a growing body of research has revealed that overweight and obesity is a life-long health issue that begins in childhood and continues into adulthood. This “life-span” disease negatively impacts community health and increases the cost of healthcare. Recent data on the issue released by the Broome County

Health Department is sobering and indicates that from 2006-2008, 14.7% of pre-school children participating in the Women, Infants and Children Nutrition Program (WIC) were overweight as compared to 14.6% in New York State and 14.8% for the United States. Current research and data indicates that obese children are highly likely to become obese adolescents. *The Youth Risk Behavior Survey* (a national school-based survey conducted by the Centers for Disease Control that tracks dietary and health behaviors of adolescents) indicates that 26.6% of 9th-12th grade students in Broome County are considered to be overweight or obese. Research also indicates that overweight or obese children and adolescents have a much greater likelihood of becoming overweight or obese adults. According to the Centers for Disease Control, two-thirds of adults and one-fifth of children throughout the United States are either overweight or obese. Obesity is associated with diminished quality of life and a host of health complications including hypertension, high cholesterol and Type-2 diabetes. The dramatic rise in overweight and obesity rates can be attributed to a complex series of social, behavioral and environmental changes that have taken place in the past 30 years. The cumulative effect of these changes has created an adverse environment for maintaining a healthy weight. According to the Institute of Medicine (2004) this environment is characterized by:

- Urban and suburban designs that discourage walking and other physical activities
- Frequent consumption of convenience foods that are high in saturated fats, sugar and sodium;
- Reduced access in several neighborhoods (most notably the North Side) to fresh and affordable fruits, vegetables and other nutritious foods;
- Decreased opportunities for physical activity at school, after school and reduced walking or biking to and from school; and
- Increased “screen-time” attributed to the popularity of video games and the Internet.

In the United States, overweight and obesity are prevalent throughout the life-span and exist within a culture that supports an overweight and obese lifestyle. Reversing these trends will require communities to increase support for healthy eating and physical activity. Research on the issue of overweight and obesity has been prolific in recent years and is shaping best practices in the field. The following links are meant to provide applicants with information regarding successful evidence-based programs and interventions that support the adoption of healthy lifestyles. They also provide important demographic data regarding morbidity and mortality related to overweight and obesity. **Applicants are strongly encouraged to incorporate this information into their proposals.**

- MMWR, July 24, 2009, Recommended Strategies and Measurements to Prevent Obesity www.cdc.gov/mmwr/preview/mmwrhtml/rr5807a1.htm

-New York State Strategic Plan for Overweight and Obesity Prevention http://www.health.ny.gov/prevention/obesity/strategic_plan/docs/strategic_plan.pdf

-Broome County Community Health Assessment 2010-2013 <http://www.gobroomecounty.com/hd/cha>

III. Goals of the Healthy Lifestyles RFP

The Conrad and Virginia Klee Foundation is committed to improving the health of the citizens of Broome County and has a particular interest on impacting the issue of childhood overweight and obesity. This Request for Proposals (RFP) is focused on promoting the adoption of healthy lifestyles by all members of an identified community as current research indicates that overweight and obesity is not a “childhood” issue, but a community issue that is deeply rooted in cultural norms. In order to ensure that the successful application provides meaningful results within the community, we are asking that applicants sharpen the focus of project activities to address a well-defined target area. Because overweight and obesity is a problem that exists on multiple levels including: social, economic, environmental and cultural, healthy behaviors of children and families must be supported, incentivized and adopted by the larger community. To do this, the successful applicant will develop a proposal that not only encourages the adoption of better nutrition and physical fitness behaviors, but also creates environmental and policy changes that support and sustain healthy lifestyles.

Areas of Emphasis:

While there are many areas to focus on when seeking to encourage the adoption of a healthy lifestyle, the Conrad and Virginia Klee Foundation has decided on four major areas of emphasis that applicants must address. These four areas are in alignment with National, State and County objectives regarding the prevention of overweight and obesity in adults and children.

- An increase in the daily physical activity of program participants, **and**
- An increase in access to/consumption of healthy and affordable foods and beverages, **and**
- The implementation of policy initiatives that support an increase in physical activity and increase access to/consumption of healthy and affordable foods and beverages, **and**
- The implementation of environmental changes/modifications within an identified community that support increased physical activity and access to/consumption of healthy and affordable foods and beverages.

Partnerships

Recent obesity prevention research has emphasized the need to expand beyond individual change and incorporate environmental and policy approaches for more lasting results. An organization working in isolation cannot address the multi-faceted issues required to impact the health behaviors of children and families in Broome County. The Conrad and Virginia Klee Foundation seeks to support local community partnerships and collaborations that will create the conditions necessary for lasting behavioral, environmental and policy changes. **Solo applicants without a range of partners will not be considered for funding.** To that end, it will be necessary for applicants to select a qualified lead agency that will facilitate alliances with both traditional and non-traditional partners. **Government entities may not act as a lead agency but are welcome to**

participate as a community partner. Possible project partners might include: A municipal school district, a city planning department, an HMO, a public health agency, various local non-profits, a university/college research team, etc. The most competitive applicants will demonstrate that their partners are committed, relevant, and have the experience and influence to ensure successful outcomes. Applications that include a monetary investment from at least some participating partners will be favorably considered. It is important that the applicant build partnerships that ensure successful outcomes in **each** of the areas of emphasis.

Scope

Program sustainability is a goal of the Conrad and Virginia Klee Foundation. Recent literature on the subject suggests that targeting a specific area (i.e. a particular neighborhood, or census block) makes it easier to focus interventions and measure outcomes. This targeted approach can lead to improved outcomes that increase the chances of leveraging additional resources and replicating the program in other locations. When selecting a target area, applicants are encouraged to develop strategies that are likely to be successful within the context of that community. Based on feedback from members of the target community, consideration should be given to the community's assets and challenges. Also to be considered will be the community's readiness and capacity to address obesity and overweight through behavioral, environmental and policy changes that strive to change systems and cultural norms. Applications that seek to address the entire county or an entire zip code within the City of Binghamton will not be considered.

IV. Healthy Living RFP Funded Activities and Example of a Multi-Faceted Approach

The Conrad and Virginia Klee Foundation will consider funding a variety of activities in relation to the areas of emphasis for the Healthy Living RFP including but not limited to: planning, promotion, programs and policy. The successful proposal will demonstrate a comprehensive approach that includes **each** of the following funded activities:

-Planning is essential to success. A partnership may assess existing policies and environmental conditions, engage stakeholders, develop a policy agenda or identify additional resources.

-Promotion of healthy lifestyle messages through different channels, such as traditional mass media, list serves and social media. These messages should be relevant to the target community.

-Programs are necessary to increase knowledge and create social support for the adoption of behaviors associated with a healthy lifestyle. Some programs may seek to increase the frequency of healthy behaviors; some may mobilize the community to advocate for policy changes.

-Policy can ensure that key decisions affecting the environment and infrastructure within the targeted community will build support for/remove barriers to the adoption of healthy lifestyle behaviors.

EXAMPLE: A qualified lead agency brings together collaborating partners that will address the issue of overweight and obesity in XYZ neighborhood. The collaborating partners include the local school district, the city planning department, the local university, several non-profits, the county health department, a local HMO and a local media outlet. The partners meet to develop a 2-3 year strategic plan and policy agenda and decide on the following interventions that address the areas of emphasis outlined above: partner with city planning and school district to increase the number of children walking/biking to school. Improve the neighborhood food system by increasing access to fresh and affordable foods. Enhance public parks/spaces to increase family participation in physical activities. Partner with the HMO to incentivize the adoption of healthy behaviors. Partner with local non-profits, schools and media outlets to provide family education programs to help participants acquire knowledge/skills/attitudes and behaviors regarding healthy lifestyles. Partner with local college/university to design and implement program evaluation. Implement a policy agenda that supports the environmental and behavioral changes outlined above.

V. Eligibility Criteria

The lead agency must be a qualified nonprofit organization located in Broome County, New York. Government entities will not be eligible to act as a lead agency but are welcome to participate as community partners. Direct any questions regarding eligibility to the Klee Foundation at (607) 722-2266.

VI. Total Award and Duration

The Conrad and Virginia Klee Foundation anticipates making one award of up to \$300,000 over a two to three-year grant period.

VII. Application Schedule

RFP Announcement Date	March 1, 2012
RFP Posted to Klee Website	March 1, 2012
Letter of Intent Due	May 1, 2012
Notice Inviting or Declining Full-Proposal	May 16, 2012
Full Proposal Submission Due	August 1, 2012
Notify Finalists	August 31, 2012
Proposal Presentations by Finalists	Mid-September 2012
Award Announcement	October 2012

VIII. How to Apply

The application process requires the completion of two steps: The Letter of Intent and, if invited, The Proposal Narrative.

Step 1: Letter of Intent and Attachments

Applicants are required to submit a Letter of Intent. **The Letter of Intent is to be submitted by the lead agency.** The following information should be included in the Letter of Intent:

1.) **Letter of Intent Narrative:** a letter of up to three pages that provides the following information:

-**A Need Statement** that discusses the problem or need to be addressed by your project and includes the geographic area your project will target. Please support your need statement with LOCAL data and include information on how the target community was involved in the data collection process.

-**A Grant Purpose Statement** that explains the project that the proposed grant will fund, followed by a brief description of project activities.

-**A List of Project Partners** that includes the name of each participating organization and the role(s) each organization will undertake with respect to the proposed project.

-The amount of funding to be requested and the proposed grant period.

2.) **501c3 IRS Letter of Determination** of the **lead** agency

The deadline for submitting the Letter of Intent is **May 1, 2012**. Applicants will receive an e-mail reply indicating that the Letter of Intent was received. After the Klee board makes its determination on May 16th, applicants will be notified whether to proceed with the Full Proposal.

Letters of Intent may be mailed or hand-delivered to The Conrad and Virginia Klee Foundation during regular business hours prior to noon on May 1, 2012. Letters received after the deadline will not be considered. E-mailed or faxed letters will not be considered. Submit the original and five (5) copies of the Letter of Intent to:

Judith Peckham, Executive Director
The Conrad and Virginia Klee Foundation
84 Court Street
Suite 500
Binghamton, NY 13901-3310
(607) 722-2266

Step 2: Full Proposal Narrative and Attachments

If the applicant's Letter of Intent has been accepted, **an invitation will be extended** to submit a Full Proposal that includes both a Narrative and Attachments.

The Narrative should include the information indicated below in the order in which it is requested. Each section should be clearly identified with a heading in boldface (i.e. **Summary, Problem or Need, Project Overview, etc.**) The document should not exceed 12 pages with 1" margins and 12-point font. The page limit applies to sections B and C. Not included in the 12-page limit are the Summary (Section A) and the Proposal Attachments (Section D).

Section A: Summary of Project

Provide a description of up to two paragraphs (not to exceed 250 words) that summarizes the funding request and includes the following information:

- the general purpose of the project
- the amount of funding to be requested from the Klee Foundation
- a synopsis of the project activities, and
- the major outcome(s) expected to be achieved.

Section B: Need Assessment

Describe the specific need or problem that your proposed project seeks to address. Please include data, information, or other evidence from LOCAL sources that document this need. Explain how you chose the target community, how the target community was involved in the need assessment process, and how the issue impacts the target community.

Section C: Project Overview

Describe the proposed project and its intended activities, outcomes, and timeline including the following:

- 1.) **Brief History of the Lead Agency:** Provide an historical overview of your organization which conveys your successes and make a case for why your organization is the right one to implement the proposed project. Please include current programs and services. Explain the fit between the organization's mission and the proposed project.
- 2.) **Project Goal(s):** What is/are the long-term goal(s) of the project? What would be the best possible outcome as a result of funding the project?
- 3.) **Project Objectives:** What are the short-term, **measurable** objectives of your project? How will they help to meet your long-term goal(s)?
- 4.) **Project Activities:** For each short-term objective, describe the specific activities that will be undertaken including the number of people expected to be impacted, responsible staff and the target-date for completion.

5.) The Target Population/Community: Describe the specific target population/community/geographic area that your project will reach. Discuss how you will gain access to this community and how you will recruit participants into your projects' activities.

6.) Staffing and Capacity: Describe the credentials and experience of the individual(s) who will perform the work.

7.) Collaboration and the Role of Other Organizations: Who will you be collaborating with to meet your stated goal(s) and objectives? In what capacity?

8.) Project Oversight and Management: As the lead agency, how will you manage the many aspects of the project to ensure that objectives are met on time? How will you organize the work flow of your partner organizations? How will you manage your data collection and reporting? What mechanisms will you have in place to ensure the project partners are accountable for their activities?

9.) Project Timeline: Please provide a timeline of the major program and evaluation activities of this project.

10.) Evaluation: Describe the method of evaluation you will utilize for **each** of your stated objectives. Who will you partner with to conduct evaluation activities? How will you know if the project is on track to meet your stated objectives and what mechanisms will be in place to "course correct" an objective that is not on track?

11.) Sustainability: Describe your plan for sustaining the proposed project after the Conrad and Virginia Klee Foundation grant ends.

Section D: Project Budget

An accurate, detailed project budget is a requirement of all funders. Supplemental information may be requested. Your total project budget should be broken down into the items specified below. As long as your budget is typewritten and contains the required information, you may submit it in a format convenient for you. The information requirements are as follows:

Specify the grant period, requested amount and the total cost of the project.

Revenue:

- If the requested amount is different from the total cost of the project, itemize all confirmed and anticipated sources of revenue, and provide a revenue total. Indicate the amount of funds, if any, for this project that will be drawn down from your operating budget and/or reserve fund.

Expenses:

- Itemize your expenses and provide an expense total.

Narrative (if applicable):

- Provide an explanation of any unusual budget items.
- Specify in-kind expenses and donations or matching funds, including volunteer hours to be leveraged. If labor, equipment or supplies necessary to the program/project are being donated, include this amount on both the expense and the revenue side.

Section E: Required Attachments

1.) Forms: Please submit the following attachments in the order indicated:

- Lead agency's operating budget for the current year, prior year, and when available, the proposed budget for the next year
- A bound copy of the lead agency's most recent audited financial statement including the management letter
- A complete list of the lead agency's current board of directors. Be sure to note officers, affiliations and term dates. Please include the following information regarding agency governance
- The Board Information Sheet located on the Klee Foundation website: www.kleefoundation.org.

2.) Letters of Commitment: As all projects must have collaborating partners, each organization that will play a role in the project must provide a Letter of Commitment on the organization's official letterhead and must be signed by the Executive Director and Board President. The Letter must state the organization's commitment to the project and indicate the organization's specific role and its share of the grant proceeds (if applicable). The letter should also provide information on any additional resources the partnering organization will contribute to the project.

The Full Proposal may be mailed or hand-delivered to The Conrad and Virginia Klee Foundation during regular business hours prior to noon on August 1, 2012. Proposals received after the deadline will not be considered. E-mailed or faxed proposals will not be considered. Submit the original and twelve (12) copies of the Full Proposal to:

Judith Peckham, Executive Director
The Conrad and Virginia Klee Foundation
84 Court Street
Suite 500
Binghamton, NY 13901-3310
(607) 722-2266

Finalists will be notified by August 31, 2012. Finalists will present their proposal to the Klee Foundation Board of Directors in mid-September. The award announcement will be made in October 2012.

After thoroughly reviewing the instructions, any questions regarding the Healthy Lifestyles RFP should be directed to:

Judy Peckham, Executive Director
(607) 722-2266