



Request For Activities (RFA) – Year 1

The Northeast Iowa Food and Fitness Initiative (FFI) began in April 2007 when the W.K. Kellogg Foundation selected NE Iowa as one of nine communities across the country to become models of community change. The NE Iowa FFI is about people working together to create vibrant communities where the healthy choice is the easy choice. Food and fitness is important because the quality of our everyday food and fitness environments strongly impacts our quality of life. No matter where we are, the places where we live, learn, work and play affect our health. (See web site: www.iowafoodandfitness.org)

NE Iowa FFI's vision is for Northeast Iowa to be a *unique place where all residents and guests experience, celebrate and promote healthy locally grown food with abundant opportunities for physical activity and play EVERY DAY. Healthier people make stronger families and vibrant communities.*

The NE Iowa FFI's work is organized into three Strategies – *school food and physical activity, food systems, and physical activity and built environment* – each aimed at improving food and fitness environments through policy and system change.

Important information about the RFA process

Who may submit a RFA? Citizens representing any *NE Iowa* 501c3 organization/agency, educational or governmental institution. The NE Iowa Food and Fitness Initiative strongly encourages involvement and collaboration between representatives of farmers, schools, active living work, healthcare, and food-based businesses in the proposal process.

What is required? Prepare a one- to two-page concept paper on the elements below. The budget and financial explanation must be submitted on the budget template (see page 8 of RFA). Do not count the budget page as part of your page total.

- Separate **cover page** with project title, complete contact information for the principal investigator including mailing address, phone number and email address, dollar request by year, and the strategy area - school food and physical activity, food systems, and physical activity and built environment – that best fits your RFA (see page 7 or RFA). Do not count the cover page as part of your page total.
- **Strategies & Essential Elements** --- How does your pre-proposal fit within one or more of the Strategies? Which Essential Elements will your project address and how?
- **Tactic** --- Which Tactic are you addressing?
- **Activities** --- What are you proposing to do? When? What resources are needed? How will these activities carry out the Tactics? How do they implement the FFI Vision? For what purpose?

- **Outcomes** --- What Outcomes do you want to achieve? (Must be defined and measurable.) How will you measure your Outcomes? How will your proposed Outcomes contribute to the Strategy(ies) under which you are applying?
- **Outreach** --- How (and with whom) will you share project results so others can learn from your project and/or replicate your efforts, if successful?
- **Evaluation** --- How you will determine if you have achieved your proposed Outcomes? (Brief)
- **Budget** estimate and brief financial explanation by calendar year, starting October 1, 2009. Funding may be for up to 2 years, depending on the Strategy/Tactic areas. NOTE: Budgets must demonstrate a 25% match in leveraging of other funds (cash and/or in-kind match). Projects that demonstrate the leveraging of funds above 25% (cash and/or in-kind match) will rank higher in scoring.
 - Estimate total expenses and itemize by: Salary and Wages; Equipment/Supplies/Materials; Travel; Consultants; and Other
 - Does this change per year of your request?

How to submit? An electronic copy (sent via e-mail or delivered on digital media such as CD) or one hard copy must be received by 4:30 p.m. April 1, 2009 to Winneshiek County Extension, 911 S. Mill St, Decorah, IA 52101. No faxes, please. Electronic version should be a .doc or .txt file or contained within the body of the email. Send your electronic copy to ranum@iastate.edu.

What happens after submission? In April, proposals will be screened by the NE Iowa FFI Regional Team and their work groups for adherence to recommendations found in the RFA. The primary applicant may be contacted if additional information is required or if modification/negotiation to the proposal is requested. The Northeast Iowa FFI will notify all applicants in June 2009 if their proposal will be included in the NE Iowa FFI's Community Action Plan application to the W.K. Kellogg Foundation. The NE Iowa FFI anticipates receiving a funding decision from the W.K. Kellogg Foundation by September 2009.

Important considerations

- Proposals that support or complement the work of one of the following NE Iowa FFI Regional Team work groups are encouraged: School Work Group, Youth Work Group, Northeast Iowa Food and Farm (NIFF) Coalition, Built Environment Work Group, Communication Work Group, Community Health Work Group, and Inclusive Team Work Group. To learn more about these groups go to <http://www.extension.iastate.edu/allamakee/info/rtworkgroups.htm> or contact Brenda Ranum or Ann Mansfield at the ISU Extension- Winneshiek county office.
- Please articulate how your proposed work will address one or more of each of the following Strategies, Tactics, Essential Elements and Outcomes.
- Proposals should, where appropriate, articulate how the proposed work will build on the NE Iowa FFI Regional Team's efforts or other NE Iowa projects to create our vision: *For Northeast Iowa to be a unique place where all residents and guests experience, celebrate and promote healthy locally grown food with abundant opportunities for physical activity and play EVERY DAY. Healthier people make stronger families and vibrant communities.*
- Budget requests can be for one or two years.
- RFA proposals may range between \$1,000 - \$50,000.
- A Year 2 RFA will be available next year, with potential funds to be awarded October 2010, if funded by the W.K. Kellogg Foundation.
- **What the NE Iowa FFI will not fund:**
 - Programs or events outside of Northeast Iowa's FFI region
 - Ongoing project support and operating support
 - Indirect costs of an organization
 - Annual and capital campaigns
 - Budget deficit
 - Endowments

- Individuals
- Recurring funds
- Religious purposes (this does not exclude grants to religious organizations for nonreligious purposes)
- Mass solicitations, international or national (non-local) organizations
- Individual requests for personal assistance or sponsorship
- Political, labor, religious, fraternal or service organizations
- Organizations that discriminate on the basis of sex, creed, national origin or religion
- Major events sponsored by other businesses
- Purchase of land or infrastructure for Year 1.

Essential Elements for RFA Proposals:

Regional and Community Collaboration among a diverse group of individuals and organizations to plan, implement and sustain social and physical environments that promote healthy eating and physical activity.

Engages youth as key change agents and leaders in the design and implementation of communication, policy and evaluation efforts.

Supports children, youth, family, community interaction, and social networks, especially for those that are VULNERABLE in our region by creating opportunities for social support that enhance family well-being through shared activity AND access to quality food that includes healthy cultural practices.

Creates opportunities for physical activity for children and their families using natural and built environment to integrate physical activity into daily life.

Ensures availability and access to affordable local, healthy and fresh food for children and their families through the participation of local farmers, food processors, and food purchasers, with new efforts to increase demand for locally grown food.

Informs policy by increasing the level of community civic engagement in changing organizational practices, policy and regulatory action at local, state, and national levels to increase the purchase and production of local healthy food and promotion of physical activity. Identify local, state, and national partners who will support the local policy and system change efforts and describe how building these assets will enhance the social environment and opportunities for economic development.

Uses communication strategies to inform advocacy, create behavior change, and influence systems and public/private policies.

Builds momentum and leveraging resources is key to ensuring the long-term success for our initiative. Projects that demonstrate leveraging of other funds (cash and/or in-kind match) will rank higher. Public and private partnerships that include employers, the business sector, and community foundations can leverage additional resources. Linkages with regional, state and national efforts can inform new programs and policies and support the emerging movement for healthy eating and active living. New practices embedded within the community will create new healthy social and cultural norms.

Strategies, Tactics & Outcomes:

Strategy A: Ensure that school district policies & practices support healthy living of children, families and community members.

School Food and Physical Activity Tactics to be considered in Year 1 RFA:

- Supports a regional learning community that nurtures quality relationships, leads to policy successes, and advances the Food and Fitness vision.
- Farm to School: Grow a Farm-to-School program incorporating healthy local foods into school food programs while teaching people about nutrition and the local food system.
- Provide opportunity for a variety of physical activity options before, during and after school time.

School Food and Physical Activity Tactics to be considered in Year 2 RFA:

- Includes Tactics listed above for Year 1 RFA
- Food policy: Regionally develop a comprehensive school food and beverage policy that sets guidelines to ensure school food includes healthy, especially local choices.
- Food Policy: Regionally develop a comprehensive school food and beverage policy that sets guidelines to ensure snacks, concessions, fundraisers, vending machines and a la carte items include healthy, and especially local, choices.

School Food and Physical Activity Outcome Examples:

Funded projects will deliver a broad range of measurable outcomes that may include:

- Increased participation in an ongoing or formation of a new regional learning community, working group or network that leverages the learning of diverse group participants working to benefit school food and fitness environments and policies.
- Profitable farmer-led businesses and networks increasing capacity to meet school's demand for healthy food products, documenting increased producer sales and consumer or institutional purchases;
- Consistent and coordinated health education approach across child nutrition and fitness programs, incorporating education about agricultural production of local healthy foods and incorporating education about using natural and built environment to integrate physical activity into daily life.

Strategy B: Ensure that local, health-promoting food is available and affordable in all communities, neighborhoods and institutions.

Food System Tactics to be considered in Year 1 and Year 2 RFA's:

- Support a regional learning community that nurtures quality relationships, leads to policy successes, and advances the Food and Fitness vision.
- Promote opportunities for existing and new producers to engage in the local food system.
- Regionally advance planning and policy change to support processing, distribution and storage opportunities in the local food system.
- Increase sale and consumption of local food on a local, regional and national level.

DRAFT Food System Outcome Examples:

Funded projects will deliver a broad range of measurable outcomes that may include:

- Increased participation in an ongoing or formation of new learning communities, working groups or networks that leverages the learning of diverse group participants to benefit farmers and communities;
- Profitable farmer-led businesses and networks increasing capacity to meet demand for healthy food products in various market segments and scales, with emphasis on larger-volume markets, documenting increased producer sales and consumer or institutional purchases;
- Increased opportunities for beginning, immigrant, and transitioning farmers in existing and new markets;
- Increased local and regional investment in community-based healthy food and fiber enterprises;
- Increased understanding of benefits of local and regional foods differentiated by more sustainable production practices;

Strategy C: Ensure that communities have a built environment that supports abundant opportunities for physical activity and play.

Physical Activity and Built Environment Tactics to be considered in Year 1 RFA:

- Build and support a regional learning community that nurtures quality relationships, leads to policy successes, and advances the Food and Fitness vision.
- Regionally increase youth and family participation opportunities, programming and system/plans for physical activity and active play every day.

Physical Activity and Built Environment Tactics to be considered in Year 2 RFA

- Includes Tactics listed above for Year 1 RFA
- Regionally advance community planning and policy change to support spaces and places leading to destination sites for youth and their families to be physically active.

Physical Activity and Built Environment Outcome Examples:

Funded projects will deliver a broad range of measurable outcomes that may include:

- Increased participation in an ongoing or formation of a new regional learning community, working group or network that leverages the learning of diverse group participants working to benefit fitness environments and policies for children, youth, families and communities.
- Increased local and regional investment in community-based built and natural environments with documented increased daily physical activity for children, youth and families;
- Increased local and regional policy that supports spaces and places leading to destination sites for youth and their families to be physically active.