

# SUPER KIDS CK



## BOOSTERS APPLICATION GUIDE

### SUPER KIDS CK BOOSTERS PROGRAM

C/O CHATHAM-KENT PUBLIC HEALTH UNIT  
435 GRAND AVE. W.,  
P.O. BOX 1136, CHATHAM, ON N7M 5L8  
PHONE: (519) 352-7270 FAX: (519) 352-2166  
EMAIL: [SUPERKIDSCK@CHATHAM-KENT.CA](mailto:SUPERKIDSCK@CHATHAM-KENT.CA)

**BRENNAN DEDECKER, BHSC**  
SUPER KIDS CK COORDINATOR  
(519) 352-7270 X. 2438  
[BRENNAND@CHATHAM-KENT.CA](mailto:BRENNAND@CHATHAM-KENT.CA)





## WHAT IS THE GOAL OF THE SUPER KIDS CK BOOSTER PROGRAM?

The Municipality of Chatham-Kent has received funding through the Healthy Kids Community Challenge Grant Program. The funding for the Super Kids CK Boosters program is made available through this.

The Super Kids CK Boosters Program provides financial assistance up to \$15,000 for community programs/projects/campaigns that align with the current theme of the Healthy Kids Community Challenge, **Run. Jump. Play. Every day.** The goal of this theme is to bring new ideas and programs to the community that make it easier for children to be active—because we know that active kids are happier, they sleep better, and they do better in school. Being active doesn't have to mean planned, structured exercise, or something complicated. Children are active by nature. All you have to do is encourage that natural urge to 'Run. Jump. Play. Every Day.'

The Super Kids CK Boosters program hopes to empower local organizations to implement a program, project, or campaign that helps make the community a place where it's easy for kids to be active.

## WHAT ARE THE OBJECTIVES OF THE HEALTHY KIDS COMMUNITY CHALLENGE?

1. To improve the conditions within communities participating in The Challenge by creating supportive environments to enable healthy behaviours in children, and related support behaviours in their parents.
2. To contribute to the evidence on the effectiveness of centrally-coordinated, community-based interventions to improve healthy weights and weight-related behaviours.
3. To increase community capacity to plan, implement and evaluate sustainable health interventions at the community level.
4. To improve community collaboration and coordination on promoting healthy childhood weights, through the development and mobilization of multi-sectoral community partnerships.
5. To increase the proportion of children reporting recommended levels of specific health behaviours targeted by The Challenge.
6. To increase the proportion of parents in The Challenge communities who engage in parental support behaviours and reduce the proportion who perceives barriers to supporting child health behaviours.
7. To increase awareness of and participation in The Challenge.

# WHAT TYPE OF COMMUNITY ORGANIZATIONS SHOULD APPLY FOR CK BOOSTERS?

Applications will be accepted from community groups, organizations, and/or not for profit charitable organizations that are able to receive, handle, and account for project funds and be responsible to oversee the project.

## HOW MUCH FUNDING CAN I APPLY FOR?

Projects are eligible for up to \$15,000 in funding. There are 3 different levels of funding that you can apply for. Funding levels are categorized based on the following criteria:

**PARTNERSHIP** – working collaboratively with multiple organizations across CK

**REACH** – program impacts as many individuals and communities across CK as possible

**INNOVATION** – program offers a creative solution to tackle an evident gap in the community



## WHAT ARE THE CK BOOSTERS PROGRAM CRITERIA?

- A completed application package including project summary and budget forms must be submitted by **Friday, January 15, 2016**. Applicants will be notified of the status of their applications by **Friday, January 29, 2016**.
- Projects must focus on the current Healthy Kids Community Challenge theme, *'Run. Jump. Play. Every day.'* **Projects that do not fit into the theme (e.g., healthy eating) are not eligible for this current cycle of CK Boosters funding.**
- Projects must take place within the Municipality of Chatham-Kent and be started by June 30th, 2016.

- A final activity report is due 30 days after completion of project OR by January 1st, 2018. Successful applicants will be provided with the templates for reporting.
- It is expected that all successful applicants will attend a brief evaluation training upon receipt of funds to help support the evaluation of program outcomes.
- Changes to the original proposal must be discussed with and approved by the Super Kids CK Coordinator.
- Funds are to be used in accordance with financial and in-kind eligibility guidelines (**APPENDIX A**).
- All programs and services should be accessible to people with disabilities and adhere to the Accessibility for Ontarians with Disabilities Act.
- Advertising, publicity, and resources associated with the project must give appropriate credit. If the project is fully funded by the Super Kids CK initiative, funding is to be acknowledged by stating "Funded by the Province of Ontario as part of the Healthy Kids Community Challenge". In instances where Super Kids CK is a partner in a larger funding proposal, the funding is to be acknowledged stating "Funded, in part, by the Province of Ontario as part of the Healthy Kids Community Challenge". Additionally, all funding recipients will be required to include the Super Kids CK logo in all advertising and marketing of the funded project.

## WHAT ARE THE CONDITIONS FOR FUNDING?

1. Work should not begin or services purchased until you have received a letter of agreement. The letter of agreement must be signed and returned to confirm acceptance of funding and conditions.
2. Super Kids CK must be acknowledged for its contribution. Our logo will be supplied and will be placed on all materials and advertising produced for the funded project.
3. The funding must be used for the purposes described in the application.
4. Once funding has been granted, changes to the design of your project can be made only in consultation with the Super Kids CK Coordinator.
5. A final report and a financial statement must be submitted to the Super Kids CK Steering Committee within 30 days of the completion of the project, OR January 1st 2018, whichever comes first.

## HOW DO I APPLY?

Complete the attached application in full. The completed application must be signed by the authorized official of your organization.

## TIPS FOR COMPLETING THE APPLICATION

Provide a brief overview of your proposed project. Clearly state what you intend to do, for whom, why, how, and when.

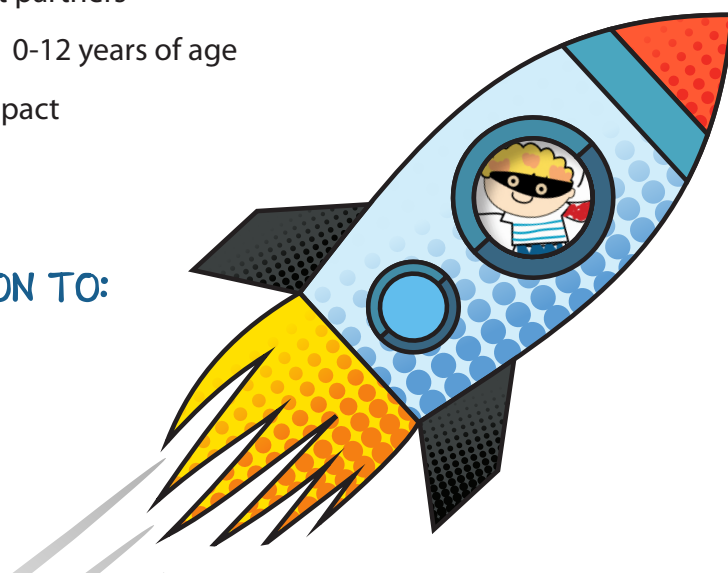
When reviewing applications, the committee will consider projects which include the following factors:

- Program has an appropriate match with the social marketing theme: *'Run. Jump. Play. Every Day.'* - which encourages unstructured play and/or physical activity for children 0 – 12 years of age.
- Program uses the S.M.A.R.T principle to develop clear and measurable goals and objectives
- Program builds on existing community programs, or creates new resources that are important to Chatham-Kent to address a gap/need in the community (e.g. does not duplicate existing resources/programs)
- Demonstration of organizational capacity to provide leadership and project direction
- Community partnerships are formed or enhanced
- In-kind contributions are provided by project partners
- Program reaches target audience of children 0-12 years of age
- Program is sustainable and has a lasting impact

## APPLICATION CONTACT

### EMAIL THE COMPLETED APPLICATION TO:

Brennan Dedecker, Super Kids CK Coordinator  
superkidsck@chatham-kent.ca  
Chatham-Kent Public Health Unit  
435 Grand Ave. W., P.O. Box 1136  
Chatham, ON N7M 5L8



### APPENDIX A: *What Costs Are Ineligible?*

\*Central administrative costs are not admissible for the Healthy Kids Community Challenge. Examples of central administrative costs include:

- Salary and benefits for staff of the organization
- Human resources
- Office management functions (e.g., overhead administration)
- Professional fees associated with organization's operations outside of the project (e.g., lawyer's fees)
- Other costs associated with organization's operating expenditures outside of the project

\*Annual general meetings, budget deficits, membership fees, fundraising activities, and political meetings

\*Workplace accommodation or other accessibility measures already required under the Ontario Human Rights Code

\*Costs covered by other government funding (municipal, provincial or federal) including activities that duplicate supports provided by the Province as represented by the Minister of Health and Long-Term Care

\*Activities that could be deemed discriminatory, as defined by the Ontario Human Rights Code

\*Contingency or unexplained miscellaneous costs

\*Treatment services (e.g., individual counselling)

\*Paid media (e.g., newspaper ads, signs, billboards, radio, television commercials, etc.) using the Government of Ontario trillium logo and/or the "paid for by the Government of Ontario" qualifier.

\*Marketing and promotional activities that are not specifically related to the project

\*Activities that take place outside of Chatham-Kent

\*Research, scholarships, loans, or endowments



## BOOSTERS PROGRAM APPLICATION

### ORGANIZATION INFORMATION

Name of Organization:

Mailing Address:

Phone:

Email:

Project Name:

Project Contact:

Phone:

Describe the goal/mandate of your organization:

If funding is approved, what is the full name of the organization to which the cheque should be payable? (Cheques cannot be made payable to individuals):

### PROJECT INFORMATION

Name of Project:

Amount of Funding Requested:

Total Project Cost:

Target Group: *What specific group (if applicable) does your project target?*

Project Description: *Briefly describe your proposed project/program/campaign, the goal of the program, and the anticipated reach.*

## PROJECT INFORMATION

Objectives: *Describe how your project/program/campaign fits one or more of the objectives of the Healthy Kids Community Challenge.*

Project start date:

Project end date (if applicable):

Feasibility and Key Milestones: *List key project tasks to be completed and anticipated timelines.*

Note: Project must be initiated by June 30th, 2016.

Evaluation: *Describe the intended outcomes of the project and how you will measure each outcome.*

Evidence: *How do you know this project will be effective? Please list your evidence sources.*

## PROJECT INFORMATION

Sustainability: *How will this project have a lasting impact when the HKCC funding is finished?*

Partnerships: *List the partners who are involved in your organization's initiative and briefly explain their level of involvement. Use one row per partner and add more as needed.*

Partner	Role/Level of Involvement of Partner

## BUDGET

Outline the projected costs of the project. Add more lines as necessary. Include any in-kind contributions that will be made towards the project. ***In-kind*** means any contributions other than monetary which cover some of the costs of the project including the provision of labour or services, or equipment required in the planning, conducting, or managing of a project.

Item	Cash	In-Kind
**Please attach additional budget information, if required**		
Total In-Kind		\$
Total CK Boosters Funding Request	\$	
<b>TOTAL PROJECT COST (IN-KIND + FUNDING REQUEST)</b>		<b>\$</b>

*I hereby certify that the information within this application is accurate and complete, that the project is endorsed by the organization that I represent and that if granted the funding, I/the organization agrees to abide by the terms and conditions governing this funding.*

**Name of Authorized Official & Title:**

**Signature:**

**Date:**