



## Funding for Physically Active Recreation

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### Resources:

- National Coalition for Promoting Physical Activity (NCPA)

Regularly provides funding resources from a variety of sources: nonprofits; industry; and government.  
[www.ncppa.org/enewsletters.asp](http://www.ncppa.org/enewsletters.asp)

- CDC PA (Physical Activity) list  
[LIVABILITY-GROUP@LISTSERV.CDC.GOV](mailto:LIVABILITY-GROUP@LISTSERV.CDC.GOV)

Provides research and resources from federal and state governments.

- Robert Wood Johnson Foundation

Active Living by Design

<http://activelivingbydesign.org/>



[Active Living by Design](http://activelivingbydesign.org/) is a national program of the Robert Wood Johnson Foundation and is a part of the UNC School of Public Health in Chapel Hill, North Carolina. This program establishes innovative approaches to increase physical activity through community design, public policies and communications strategies.



The Fundations' Network for Smart Growth and Livable Communities is a non-partisan, not-for-profit organization that exists to inspire, strengthen and expand philanthropic leadership and fundations' abilities to support organizations working to improve communities through better development decisions and growth policies. It brings together foundations, nonprofit organizations and other partners to address the range of environmental, social, and economic problems caused by development strategies that fail to consider the big picture. The Fundations' Network does not provide grants but its members do. Visit [www.fundationsnetwork.org](http://www.fundationsnetwork.org)



*The Foundation Center's mission is to strengthen the nonprofit sector by advancing knowledge about U.S. philanthropy.*

Established in 1956, and today supported by more than 600 foundations, the Foundation Center is the nation's leading authority on philanthropy, connecting nonprofits and the grantmakers supporting them to tools they can use and information they can trust. The Center maintains the most comprehensive database on U.S. grantmakers and their grants — a robust, accessible knowledge bank for the sector.

They have a lot of information on grant makers and grant activity. In California, I found over 9,000 sources for grants. Visit [www.fdncenter.org](http://www.fdncenter.org) or by phone at 212-620-4230.



Craigslist Foundation was founded in 2000. They offer free and low cost education opportunities to emerging nonprofit leaders and social entrepreneurs. The foundation does not fund programs however their website is rich in resources and links. Visit [www.craigslistfoundation.org](http://www.craigslistfoundation.org)

Other good sources for grant seekers include the websites of the forum of regional grant makers at [www.rag.org](http://www.rag.org) and the website of progressive publications, which is [www.progressivepubs.com](http://www.progressivepubs.com).

## Federal Programs



The HealthierUS initiative is a national effort to improve people's lives, prevent and reduce the costs of disease, and promote community health and wellness.

<http://www.healthierus.gov/>

For Grants visit <http://www.hhs.gov/grantsnet/>

Physical Activity Resources for Health Professionals:

[http://www.cdc.gov/nccdphp/dnpa/physical/health\\_professionals/active\\_environments/mou.htm](http://www.cdc.gov/nccdphp/dnpa/physical/health_professionals/active_environments/mou.htm)

Centers for Disease Control and Prevention  
National Center for Chronic Disease Prevention  
and Health Promotion,

Division of Nutrition, Physical Activity and Obesity,  
4770 Buford Highway, NE, MS/K-24  
Atlanta, GA 30341-3717

<http://www.fhwa.dot.gov/environment/bikeped/bp-broch.htm#funding> for information on funding for bicycle and pedestrian projects

### **Carol M. White Physical Education Program**

A federal grant program; eligible entities are local education agencies (LEAs), other organizations and/or agencies. The Department published final regulations (effective July 6, 2004) that implemented the Executive branch policy that, within the framework of constitutional church-state guidelines, religiously affiliated (or "faith-based") organizations should be able to compete on an equal footing with other organizations for funding by the U.S. Department of Education. The new regulations are found at <http://www.ed.gov/policy/fund/reg/fbci-reg.htm>

## **State Programs**

### **California Center for Physical Activity (Center)**

California Department of Public Health creates opportunities for incidental, everyday physical activity by connecting partners to active living resources and helping develop more walk and bike friendly communities for the state's diverse population. Over the past three years, the Center's Local Public Health and the Built Environment Network project has successfully increased local public health department staff knowledge on the importance of integrating public health into community design efforts by providing mini-grants, training and monthly teleconferences to more than half of the state's LPHDs. For more information, go to: <http://www.caphysicalactivity.org/lphbe.html>

### **California Bicycle Transportation Funds**

The Bicycle Transportation Account (BTA) provides state funds for city and county projects that improve safety and convenience for bicycle commuters. To be eligible for BTA funds, a city or county must prepare and adopt a Bicycle Transportation Plan (BTP) that complies with Streets and Highways Code Section 891.2 and other requirements. This program now has \$7.2M annual funding. Visit <http://www.dot.ca.gov/hq/LocalPrograms/bta/btawebPage.htm>

### **Environmental Enhancement and Mitigation Grant Program** (Environmentally Oriented State Grants Supporting Physical Activity)

Applications are being accepted for the 2007/08 grant cycle of the California's Resources Agency's Environmental Enhancement and Mitigation (EEM) Program. The program offers grants to local, state, and federal governmental agencies and nonprofit organizations for projects to mitigate environmental impacts caused by new or modified state transportation facilities. Grants will be given in three categories: Highway Landscape and Urban Forestry - Projects designed to improve air quality through the planting of trees and other suitable plants Resource Lands - Projects for the acquisition, restoration, or enhancement of watersheds, wildlife habitat, wetlands, forests, or other significant natural areas Roadside Recreational - Projects for the acquisition and/or development of roadside recreational opportunities EEM program application packets, which include minimum requirements, project evaluation criteria, typical questions and answers, and a sample California Department of Transportation (Caltrans) project agreement, are available by contacting EEM Program Coordinator Charles Chung at 916/654-9923 or [charles.chung@resources.ca.gov](mailto:charles.chung@resources.ca.gov). Applications for the 2007/08 grant cycle must be received by the Resources Agency no later than 4 p.m. Friday, Nov. 30.

## Grant Opportunities

Grants may have the greatest opportunity to provide outside funding, however they are potentially smaller “pots” of money. When applying for grants, trend is towards collaborative (more than one agency involved); multi-disciplinary with partners coming from other fields [education, public health, planning, etc.]; and measurable outcomes are a must.

### [Hopelab Launches "Ruckus Nation"](#)

How can we begin to reverse the devastating effects of childhood obesity? HopeLab announced the launch of Ruckus Nation, an international online idea competition to get kids moving. People of all ages are invited to submit ideas for new products that will increase physical activity in kids. More than \$300,000 in prizes will be awarded, including a grand prize of more than \$75,000. The goal of Ruckus Nation is to find great ideas for fun, engaging new products that will increase physical activity among middle school-aged kids (ages 11 to 14). <http://www.ruckusnation.com/index.html>

### [Athletics and Wellness Support Grants](#)

Deadline for Applications: Rolling Quarterly Reviews.

Finish Line, an athletic retailer specializing in brand name footwear, apparel and accessories, supports athletic and wellness programs located in communities where their stores are located. The foundation funds projects registered as 501 (c) (3) organizations; have a primary focus on assisting children and young adults 18 and under; concentrate on athletics or wellness; and benefit communities in which Finish Line stores are located. Finish Line has over 480 stores in 45 states. To find a store near you, visit <http://www.finishline.com/store/index.jsp>.

### [U.S. Soccer Foundation Opens Online Application Process for 2008 Grants Program](#)

The 2008 Annual Grants Program will emphasize programs or projects that have a significant impact on furthering the Foundation's mission to enhance, assist and grow the sport of soccer in the U.S. A preference will be given to those projects or programs in economically disadvantaged urban areas encompassing populations of 50,000 or more. Application can be made for: a Program Grant to support the development of players, coaches or referees; a Field Enhancement Grant to improve a field with new goals, irrigation or lighting; or an All Conditions Fields Grant to help build a synthetic grass field. Applications will be accepted from August 2 through October 15 (5:00 PM Eastern Time), 2007. All online applications and mandatory documents, whether mailed to the Foundation's office or uploaded electronically, must be received by the closing date and time to be eligible for further consideration. <http://www.ussoccerfoundation.org> – click on Grant Programs.

### [Bikes Belong Offers Funding For Bicycle Advocacy and Facilities](#)

*Deadline for Applications:* November 26, 2007

Bikes Belong is a national coalition of bicycle suppliers and retailers working together to put more people on bicycles more often. Bikes Belong welcomes grant applications from organizations and agencies within the United States that are committed to "putting more people on bicycles more often." The Bikes Belong Grants Program funds projects in two categories: 1) facilities and 2) advocacy. For the facility category, Bikes Belong will accept applications from nonprofit organizations, public agencies, and departments at the national, state, regional, and local levels. For the advocacy category, Bikes Belong will only fund organizations whose mission is expressly related to bicycle advocacy. Bikes Belong reviews applications on a quarterly cycle. Applications must be postmarked by the due date to receive consideration for the ensuing decision date. Application deadline was November 26, 2007. <http://www.bikesbelong.org> – see Grant Seeker's Guide.

### [BicyclingInfo.org](http://www.bicyclinginfo.org)

Search for funding sources for bicycle and pedestrian facilities and programs for all levels of government as well as the private sector on one website! Also breaks it down into funding subtopics such as government sources, private sector sources, community fundraising and creating partnerships, corporate and business community, foundations and the bicycle industry. Visit [www.bicyclinginfo.org](http://www.bicyclinginfo.org).

### [Cal Ripken Sr. Foundation Grants](#)

*Deadline for Applications:* February 15 and April 15.

The Cal Ripken, Sr. Foundation provides a variety of grants to community groups and schools that meet our eligibility requirements, in order to support the growth of youth baseball and softball, as well as promote character growth in children. Please visit the title link for information about the grants and downloadable applications.

### [NIKE Bowerman Track Renovation Program](#)

*Deadline for Applications-Ongoing through May 31, 2009*

The Bowerman Track Renovation Program provides matching cash grants to community-based, youth-oriented organizations that seek to refurbish or construct running tracks. The program distributes approximately \$200,000 in matching grants each year. This 10 year, \$2 million program, administered by Nike's Community Affairs department, provides matching funds of up to \$50,000 to youth-oriented nonprofit organizations anywhere in the world. Organizations applying for the grant must demonstrate a need for running track refurbishment or construction. Grant recipients will provide track access to neighboring communities. Bowerman Track Renovation Program funds must be matched in some amount by other contributors by an agreed upon deadline. Recipients of a Bowerman Track Renovation grant are encouraged, but not required, to use Nike Grind technology to resurface their track. Nike Grind material is made of recycled athletic shoes sliced and ground into rubber granules, providing a superior, environmentally conscious all-weather track surface. To date, nine Bowerman track projects have used Nike Grind in state-of-the-art track surfaces each consisting of approximately 75,000 recycled athletic shoes.

### [Baseball Tomorrow Fund Offers Support for Youth Baseball and Softball Programs](#)

*Deadline for Letters of Inquiry:* Open

The Baseball Tomorrow Fund is a joint initiative between Major League Baseball and the Major League Baseball Players Association designed to promote and enhance the growth of youth participation in baseball and softball. Grants are intended to finance a new program, expand or improve an existing program, undertake a new collaborative effort, or obtain facilities or equipment necessary for youth baseball or softball programs. Projects must meet the following criteria: increase the number of youth participating in baseball and softball programs; improve the quality of youth baseball and softball programs; create new or innovative ways of expanding and improving baseball or softball programs; are able to match funds for programs; provide programs for children between the ages of 10 and 16; support existing programs that have demonstrated success in providing a quality youth baseball/softball experience; and address opportunities for minorities and women. Nonprofit and tax-exempt organizations involved in youth baseball programs are encouraged to submit a Letter of Inquiry. Selected applicants are then invited to submit a full application. Grants are awarded on a quarterly basis.

### [Hamburger Helper](#)

Sponsors "My Hometown Helper" grants to fund community projects such as books for literacy programs, playground equipment, and tutoring programs. Awards are based on the merit of the project

as well as its impact and support within the community. Deadline was September 30, 2007 – watch for 2008 funding dates at [www.myhometownhelper.com](http://www.myhometownhelper.com)

### **Youth Venture Grants Available For Socially Conscious Youth**

Micro grant awards of up to \$1,000 are available for socially conscious young people between the ages of 12 and 20 years old. These grants are being made available from the Youth Service America (YSA) Youth Venture Program as part of an effort to build a worldwide network of change-makers. Ventures must be youth-led and designed to be a lasting sustainable asset to the community. Examples include: a youth center, education campaign, a bike repair shop with a vocational training program, or an assembly program touring inner city schools combining music with anti-drug/violence performances. Youth Venture provides coaching, resources, and seed funding for young people ages 12-20 to create, launch, and lead sustainable community-benefiting ventures. For more information, visit <http://www.genv.net/en-us/region/ysa>

### **Grants for Community, Health and Education Projects**

The RGK Foundation is offering grants up to \$25,000 for community, education and health projects including youth development, community improvement, abuse prevention and educational enrichment

### **Governors Council on Physical Fitness and Sports**

Sponsors annual spotlight awards program to recognize efforts to increase physical activity in children and youth. Park and recreation agencies can receive a \$10,000, \$5,000, or \$2,500 cash prize. Entries are solicited in the Spring. Visit <http://www.calgovcouncil.org/spotlight/> for more information.

### **General Mills Champions for Healthy Kids**

Grants are to encourage communities in the United States to improve the eating and physical activity patterns of young people, ages 2-18. Grants will be awarded to nonprofit organizations and agencies working with communities that demonstrate the greatest need and likelihood of sustainable impact on young people's nutrition and activity levels through innovative programs. The General Mills Foundation will award 50 grants, \$10,000 each, to not-for-profit organizations with innovative programs that help youth develop both good nutrition and fitness habits. Organizations must be non-profit or not-for-profit organizations and have 501(c)(3) or 509(a) status. Local organizations that work with youth are encouraged to apply due to increased sustainability. These may include park and recreation agencies, health departments, government agencies, Native American tribes, municipal organizations, churches, schools, YMCA's, Boys & Girls clubs, and so on. The proposal must have at least one nutrition objective and at least one physical activity objective. Visit [http://www.generalmills.com/corporate/commitment/cbg\\_grant\\_complete.aspx](http://www.generalmills.com/corporate/commitment/cbg_grant_complete.aspx)

### **Miscellaneous Other Sources:**

- Local Chapters of National Service Clubs – Lions, Elks, Rotary, Optimist, etc.
- Local Public Library – larger libraries have Non Profit Resource Centers that provide assistance in finding and writing grant applications.
- National Recreation and Park Association – their national partnerships program provide a variety of programs and services

### **Tips in Soliciting Grants**

#### **These tips were suggested by Steve Hagler, Stewardship Council**

1. Do your homework – be sure the organization funds programs and services that you are encouraging them to support.
2. Align your program or service with the mission of the organization you are asking for funds. At the minimum, show how your program will help the foundation advance its mission.

3. Apply during grant rounds (see #1 – do your homework). Foundations do not look at applications throughout the year.
4. Be on time – be early! Do not call the day grant application are due and ask for an extension. If you are early in submitting your request, someone may look over your proposal and offer suggestions on how to improve it so it will get funded.
5. Be able to articulate your mission – what exactly are you trying to accomplish? Articulate your mission in 2-3 sentences at the most.
6. Show your passion in your proposal.
7. Make your budget clear.
8. Give the documentation the funder requests. An incomplete grant application will not get funded.
9. Don't yell at the foundation staff – they can help you.
10. Have “outside” eyes read your proposal – ask if your mission is clear; do they understand the budget; etc.

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