

The Foundation Roundtable: Common Grant Application

Cover Sheet

Foundation you are applying to: St. Francis Foundation
Legal Name of Applicant Organization: Franklin Elementary School
Project Name (if applicable): Eastside Childhood Obesity Prevention Initiative
Funds will pay for: Instructor salary, Promotoras stipends, equipment
Full Mailing Address: 1111 East Mason Street, Santa Barbara CA 93103
Location(s) if different from above: _____
Executive Director: Casie Killgore, Principal, Franklin Elementary School
Phone: (805)963-4283 Fax: ckillgore@sbsdk12.org
Email: ckillgore@sbsdk12.org Website: www.franklinschooleagles.com
Contact Person & Title: Andria Ruth, Medical Director Phone (805) 968-1511 or (805)637-2084

Tax-exempt Status:(Most foundations require 501(c)(3) status. You must check this requirement before applying.)

501(c)(3) Granted X Tax I.D. Number: 77-0069327 Other: _____

Type of Request: *Check with individual foundations to determine the types of accepted grant requests.*

General Support Program Support Seed Funding Research

Capital Endowment Multi-Year Other: _____

This Grant Request: \$22,500 Total Project Budget: \$58,200

Grant Period from: 7/1/2013 To: 6/30/2014

Total Organizational Budget for Current Year: \$450,000 Fiscal year begins: 7/1/2013

Summarize the organization's mission statement (two to three sentences):

Franklin School is dedicated to providing a learning environment that stimulates academic and personal success. Collaboration amongst students, staff, parents, and the community is encouraged and valued. Franklin's motto is: "Where School is a Choice, not a Chore, and College is a Destination, not a Dream."

Summarize your grant request (two to three sentences):

We seek funding to augment our successful school-based childhood obesity prevention initiative at Franklin School. We would like to build upon the successes that we have achieved in improving the weight status of students and community members by providing year-round fitness and nutrition education for families based at Franklin School. Funding will be utilized for instructor salaries, for promotoras stipends, and for additional equipment to enhance the reach of our interventions to more individuals.

Proposal Authorization

We certify that the information in this application is to the best of our knowledge true and accurate and is submitted with our Board of Directors'/Governing Body's full knowledge and endorsement: _____

Casie Killgore, Principal of Franklin School _____ 04/01/2013

Name & Title of Authorized Board/Governing Body Representative Signature _____ Date 04/01/2013

Andria Ruth, Medical Director _____
Name & Title of Authorized Board/Governing Body Representative Signature _____ Date _____

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Proposal Narrative

Directions: Limit your Proposal Narrative to **four (4) pages maximum, with .8 inch margins, 12 point font or larger**. Fill in each section using the specific questions below as boldface headings with your responses in normal text.

Background (One page or less)

1. Your organization's history and accomplishments.

In 2009, we targeted the children and families of Franklin School as a community that suffered from a lack of healthy options for food and exercise. At that time, 55% of children were overweight or obese and 30% were obese. Through the generous funding of St. Francis Foundation and Cottage Hospital, the community of Franklin School has worked together to improve the health of its children. In 2010, through the exceptional efforts of students, staff, and parents, Franklin School was recognized by the Governor's Council on Physical Fitness with a gold medal and received a \$100,000 state-of-the-art fitness facility which has been installed at the school. Students, staff, parents and community members have access to these facilities. The funding provided by St. Francis supplied the staffing so that the gymnasium could be utilized by all students grades 1-6, by faculty and staff, and by community members. Franklin School has become a place for students and community members to improve their health. Franklin students have been able to maintain a *sustained* proportion of 55% of students at a normal weight, 45% overweight and only 25% obese. We are particularly proud that our efforts to target the group of obese children resulted in a decrease in the prevalence of obesity among Franklin's 507 students from 30% to 25%, or 24 children that are no longer obese! We are also proud to be the only school-based program in Santa Barbara that has collected and analyzed longitudinal data related to body weight for all students. Of the children and adults who have completed the ten week *Salud y Bienestar* curriculum, 80% have improved their BMI.

2. Your current programs and activities. Include the constituency you serve, with specific demographic information. How are they actively involved in your organization and/or how do they benefit from your organization's work?

The Franklin School Childhood Obesity Initiative has been operating at Franklin Elementary School since September 2009 with the help of the Diabetes Resource Center, the Orfalea Foundation and local community volunteers. Currently, 95.4% of Franklin's 504 students are Hispanic/Latino and 48.9% are English Language Learners. Over 90 % receive free or reduced-price lunch. Currently, 45% are overweight or obese. This Initiative promotes obesity reduction and healthy weight management through school-wide nutrition education, enhanced recess and physical education for all students, an exercise program for staff, and a school garden and gardening curriculum. Through this program, every student at Franklin School receives nutrition education, hands-on garden education, enhanced recess and high quality physical education. Body Mass Index (BMI) measurements are used to assess students. From the test results, students identified as obese/overweight are referred to a special after-school program, *Salud y Bienestar* (Health & Wellness), which is part of the Initiative. In ten interactive, culturally sensitive, bi-lingual sessions, students and their families learn about the benefits of healthy foods and eating habits, and experience invigorating physical exercise. The program inspires students, their siblings and extended families to adopt healthy eating and exercise habits. BMI measurements, taken at the beginning, midpoint, and end of the school year track the students' progress. The Initiative includes a Promotoras component which trains adult participants from the *Salud y Bienestar* programs to act as community advocates and role models, and promote improvements in the neighborhood's fitness and nutrition opportunities.

3. Your organization's relationships – both formal and informal – with other organizations working to meet the same need. In what way does your work differ from that of other organizations?

The Eastside Obesity Initiative at Franklin School has received support from the Diabetes

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Resource Center of Santa Barbara County for medical consulting, educational materials and program oversight. We work closely with the “Latino Campaign” of the California Public Health Department which supplies us with cookbooks and educational materials. The Orfalea Foundation’s s’cool Food Initiative has provided healthy school lunches and garden support and education. The Santa Barbara Promotoras Network provides educational opportunities and ongoing training for Promotoras. *Vision y Compromiso* statewide Promotoras Network supplies educational, motivational, and networking opportunities for Promotoras. Our program is the only comprehensive, school-based obesity intervention that educates, provides fitness opportunities, and collects longitudinal data for all participants.

Funding Request

1. What need or problem does your project work to address?

This project is designed to target the problem of childhood obesity within the predominantly lower income, Latino population of Franklin School and the Eastside neighborhood of Santa Barbara.

2. In a short paragraph, tell us your project’s (or organization’s) goals and the specific outcomes you project for the grant period (i.e. numbers served, behavior or attitudes changed, capital project completed, etc.).

The goals of the Eastside Childhood Obesity Initiative are to support children and families of the Franklin school community in preventing and reversing the trend of childhood obesity through education about nutrition and gardening and opportunities for fitness. Our overall goal is to achieve a 5% reduction in the percentage of children that are overweight, and a 3% reduction in the percentage of children that are obese during the grant period. We will serve the 507 students at Franklin School through weekly fitness education. We will have 100 student and family participants in our 10 week Health and Well-being/*Salud y Bienestar* program. Over 80% of these participants will improve their BMI, and all participants will be able to list at least 5 changes that they have made in their family as a result of participating in our programs. We will conduct fitness classes for children and families at Franklin School 4 evenings per week, and at least 80 community members will commit to exercising regularly with program staff. 80% will improve their BMI.

3. Describe your project or the capital items requested, including:
 - Whether the project is new, ongoing or an expansion
 - Target audience, including specific demographic information
 - Activities/strategies that will be used to meet your stated outcomes
 - General timeline for the main objectives of your project

The funds requested for this program represent the continuation of our successful childhood obesity intervention centered at Franklin School and the Eastside Neighborhood of Santa Barbara.

Franklin School is located on the Eastside of Santa Barbara. The approximately 10,000 people living in the area are predominately Hispanic/Latino. The Initiative targets staff, students, parents and families associated with Franklin School and the surrounding neighborhoods. The neighborhood surrounding Franklin School is disproportionately affected by poverty, gang violence, unhealthy food choices, and an extremely high incidence of childhood obesity. 95.4% of Franklin’s 507 students are Hispanic/Latino and 48.9% are English Language Learners. Over 90 % receive free or reduced-price lunch. Currently, 45% are overweight or obese. Milpas Street is the main corridor and nearest major street in the area near Franklin School. It is a busy, car-laden road that hosts numerous fast food restaurants and convenience stores. There are no bikeways or safe walkways on this commercial street. The area is predominately Latino, low-income and at-risk, and provides little access to safe, affordable choices for healthy nutrition and fitness. At the onset of our Eastside obesity initiative, 55% of Franklin students were overweight and 30% were obese.

The funding will be used for staff to conduct wellness, nutrition, gardening and fitness education for

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students, staff and families at Franklin School. It will also be used to support the on-site *Salud y Bienestar* program as well as to support the local *Promotoras de Salud* programs. We will conduct our family-based intervention for children who are overweight throughout the school year, with a target of reaching 100 more individuals. We will continue nutrition and garden education for every student in the school, and Franklin students will harvest and eat vegetables from the school garden at least 10 times during the school year. As is common among lower income students, we noted a significant worsening in the weight status of Franklin students when they returned from the summer break in 2012. This is generally because these students spend more hours unsupervised, more hours watching television and playing video games, and they had less access to healthy fruits and vegetables during the summer. We will specifically work with the overweight and obese Franklin students during the summer break, providing fitness activities, nutrition education, and coaching and encouragement to maintain a healthy lifestyle. The gymnasium at Franklin School is currently open to students and families two nights per week. Funding will be utilized to provide the staffing to open this fitness center 4 nights per week in order to better serve the community. In addition, additional equipment will be purchased with grant funds to increase the number of students that can participate in the fitness center activities. Currently, there are 24 “stations” in the center but class size can range up to 30 students in the daytime (and 40 students at night). Grant funds will be used to purchase additional mats, physio-balls and exercise bicycles so that every student can participate for the entire duration of the fitness session. *Promotoras de Salud* will become mentors and coaches for families struggling with healthy choices, as they guide them through the transformation that they have already achieved.

The general timeline for the grant outcomes are as follows (1) Participation in the nutrition and fitness “boot-camp” will occur for overweight Franklin students during the summer (2) Health and Well-Being/*Salud y Bienestar* 10 week classes will occur 4 times during the calendar year (3) Franklin students will each have nutrition education at least once during each semester as well as participating in nutrition lessons that are currently being integrated into the science curriculum (3) Monthly gardening education will take place at the school (4) Height and weight will be measured, and BMI will be calculated in September 2013, January 2014 and June 2014 on every one of Franklin’s 507 students (5) The fitness center will be open 4 nights per week year-round, with fitness sessions conducted by staff and *promotoras*. BMI will be measured on every participant at the onset of their participation, at the 6 month point, and at the end of the program year.

4. If this is a request for General Support, what are your organization’s most pressing needs?

Not applicable.

5. How do you plan to evaluate the effectiveness or impact of the project?

Progress will be monitored by (1) Collecting BMI measurements on every student at Franklin School at the onset, midpoint and end of the school year. (2) Collecting BMI Measurements at the onset and completion for every child and adult participating in the *Salud y Bienestar* (Health & Well-Being) program. (3) Collecting BMI measurements for each staff and community member that utilizes the fitness facility at Franklin School (4) Measuring participation of each student at Franklin School in Nutrition and Gardening Education. (5) Collecting information from student, family and community participants about the lifestyle and behavior changes that they have implemented as a function of participation in our programs and (6) Collecting information about the volunteer hours and accomplishments of the Franklin *Promotoras de Salud*.

6. Summarize the skills and relevant experience of key staff/volunteers essential to the project’s success. If other organizations are collaborating on this project, note which ones and in what ways

Casie Killgore, principal of Franklin School, is committed to the success and well-being of each of her

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students as well as the enrichment and health of the entire Eastside Community. She has served as a teacher at Cleveland School and assistant principal at Peabody Charter School before becoming the principal of Franklin School. Her training has included a Bachelor's Degree in Liberal Studies, a Multiple Subject Credential and a Master's Degree in Education Administration.

Brian Pearson, Nutrition & Fitness Director, is a credentialed school teacher and fitness professional who has been a backbone of the Franklin program since it began in 2009. A gifted, bilingual teacher, Brian has been successfully teaching students, staff, and families at Franklin about health and wellness and inspiring them to take the necessary steps to better health. He assists school staff in designing and promoting participation in the on-campus fitness facility.

Andria Ruth, M.D., Medical Director/Advisor, is a local pediatrician. Her experience includes services to the target population at local clinics, working successfully with local schools to change menus, and overseeing the *Salud y Bienestar* classes. Dr. Ruth oversees and co-presents intervention classes for at-risk children; supervises ongoing Promotores trainings; communicates with pediatricians; and takes responsibility for project evaluation.

Jodi Miles, an experienced credentialed teacher in the Santa Barbara School District, provides garden enrichment education for the students at Franklin School in conjunction with the garden specialist funded by the Orfalea Foundation.

The Promotoras de Salud are local parents and community members who have graduated from our Health and Wellness/*Salud y Bienestar* Program and who volunteer in our fitness and nutrition classes and advocate for healthier choices within the Franklin and Eastside Communities.

The Orfalea Foundation has provided generous support to the Franklin School through funding the construction of the school garden as well as the garden specialist that serves the kindergarten and first grade students.

7. If full funding is not available, what is the contingency plan for securing additional support and/or how can you modify your proposal?

We will be applying to additional foundations and local community organizations for smaller grants to support our programs. We will also be reaching out to the Franklin community and to gain the financial support from families that are able to support the programs at Franklin. Private donations have been procured in the past from local families whose members have suffered from the effects of diabetes, hypertension, stroke and kidney diseases related to obesity and are interested in preventing childhood obesity. We will increase our networking opportunities and hold a fundraiser at Franklin School to support these programs. If funding is not available, we will decrease the number of sessions of *Salud y Bienestar* and decrease the number of nights that the fitness center serves the community.

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Project Budget

Note: Check with each foundation to see if this form is required.

Organization Name: Franklin Elementary School

Name of Project (if different): Eastside Childhood Obesity Prevention Initiative

Budget dates for grant period: 7/1/2013-6/30/2014

INCOME

Possible categories: Government grants, foundation grants, individuals, business support, events, fees for service, etc.

| Source | Total Project (\$) | Pending (\$) | Secured (\$) | Notes |
|---------------------|--------------------|-----------------|-----------------|-------|
| St Francis | \$22,500 | \$22,500 | | |
| Orfalea | \$3,000 | | \$3,000 | |
| Santa Barbara Found | \$5,000 | \$5,000 | | |
| Medical Director | \$4,000 | | \$4,000 in kind | |
| Donated Supplies | \$800 | | \$800 | |
| Private Donations | \$20,900 | \$18,900 | \$2000 | |
| Salary support | \$2000 | | \$2000 | |
| TOTAL INCOME | \$58,200 | \$46,400 | 11,800 | |

List the In-Kind (non-cash) contributions: Medical Director donated services, garden and cooking supplies.

EXPENSES

Possible categories: Salaries, professional fees, rent and utilities, travel, publicity/outreach, events, capital items, etc.

| Item | Total Project (\$) | This Request (\$) | Notes |
|-----------------------|--------------------|-------------------|-------|
| Instructor | \$35,000 | \$17,500 | |
| Medical Director | \$4,000 | | |
| Promotoras Stipends | \$4,000 | \$2,000 | |
| Garden Specialist | \$3,000 | | |
| Insurance | \$2,000 | | |
| Equipment | \$3,000 | \$3,000 | |
| Cooking Supply | \$400 | | |
| Garden Supply | \$400 | | |
| Overhead | \$6400 | | |
| | | | |
| | | | |
| TOTAL EXPENSES | \$58,200 | \$22,500 | |

