



**BlueCross BlueShield
of North Carolina**

Foundation

Preliminary Project Proposal

Submission of a Preliminary Project Proposal is the initial required step for any organization seeking to apply for a grant from the Blue Cross and Blue Shield of North Carolina (BCBSNC) Foundation. After review of the Preliminary Project Proposal, you will be notified by email whether or not your organization has been invited to submit a full grant application. Please note that we are unable to accept grant applications that have not gone through the Preliminary Project Proposal process.

Please check the appropriate box for the Focus Area/grant type (*select only one*):

Health of Vulnerable Populations (HVP)

Improving health outcomes for North Carolinians served by health care safety-net organizations

Healthy Active Communities (HAC)

Increasing physical activity and access to healthy food for North Carolinians

Equipment-only requests
(Healthy Active Communities only)

INSTRUCTIONS

SUBMISSION:

The Preliminary Project Proposal must be submitted both electronically and via hard copy (postmarked) by 5 p.m. on or before January 15, 2010. Please note: All proposals **MUST** be sent using a method that allows for tracking (e.g., return receipt, FedEx) in order for the applicant to independently track the receipt status.

COMMUNICATION:

The only communication you will receive from the BCBSNC Foundation will be regarding a decision on your proposal either accepting or declining your submission. This will be sent via email.

EMAIL CONTACTS:

- For HVP focus area please email to: katie.eyes@bcbsncfoundation.org
- For HAC focus area, including equipment requests, please email to: jennifer.macdougall@bcbsncfoundation.org

MAILING ADDRESS:

A signed original Preliminary Project Proposal must be sent to the mailing address below (please note the different addresses for regular postal service or FedEx/UPS package delivery):

Mailing address:

BCBSNC Foundation
Attention: Jill Mallatratt
PO Box 2291
Durham, NC 27702

FedEx/UPS delivery address:

BCBSNC Foundation
Attention: Jill Mallatratt
5901 Old Chapel Hill Blvd.
Durham, NC 27707-0718

ORGANIZATIONAL PROFILE

Legal Name of Requesting Organization: Centerville Elementary School	PO Box and/or Street Address: Main Street
City, State, Zip: Centerville, NC 12345	County: Center
Phone Number (Area code): 919-867-5309	Fax Number (Area code): 919-867-5310
Executive Director Name: Jane Doe	Executive Director Email Address: Jane.Doe@centerville.net
Grant Request Contact Name: John Smith	Grant Request Contact Email Address: John.Smith@centerville.net
Organization Web Site Address: www.centervilleelem.net	Date of Incorporation (mm/dd/yyyy): 02/03/78
Tax ID Number: 12-34567	Tax Status (check one): <input type="checkbox"/> 501 (c)(3) Tax-exempt public charity <input checked="" type="checkbox"/> Government entity <i>If invited to submit a grant application you will be required to submit proof of your tax status.</i>
Is your organization classified as a supporting organization? (This should be noted on your IRS tax determination letter): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, what type of supporting organization are you? <input type="checkbox"/> Type I supporting organizations are <i>operated, supervised, or controlled by</i> the supported organization. <input type="checkbox"/> Type II supporting organizations are <i>supervised or controlled in connection with</i> the supported organization. <input type="checkbox"/> Type III supporting organizations are <i>operated in connection with</i> the supported organization.	Are any Blue Cross and Blue Shield of North Carolina employees associated with your organization as board members, volunteers, etc.? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, please list names and their association with your agency: _____ _____

PROJECT

Project Title:

Wellness at Centerville Elementary

Proposed Activities – include strategy and evidence that your approach can be effective (response limited to 2000 characters including spaces):

Our goal is to support the Wellness Initiative at Centerville Elementary by providing different types of equipment that will support a number of different wellness programs. The first program is directed specifically at teachers and staff and will be a walking program and after-school physical activity group, the second program is designed by PE teachers to help classroom teachers increase activity during recess, and the third program is designed to increase physical activity for students in after-school programming.

Equipment Requested – applicable for equipment-only requests (HAC focus area)

Pedometers, resistance bands, steps, exercise balls (for teacher wellness program); jump ropes, Frisbees, playground balls, and pedometers for recess and after-school programs.

Overall Project Budget:
\$30,000

Grant Request Amount:
\$5000

(May not exceed \$5,000 for equipment-only requests)

Geographic Area Served by this Project (list specific counties or communities):
Center County

Target Age Groups (check all that apply):

- General population (all ages)
- Infants & Toddlers (age 0-5)
- Children (age 6-13)
- Young adults (age 14-18)
- Adults (age 19-64)
- Seniors (age 65+)

Target Gender (check only one):

- General population
 - Females only
 - Males only
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Target Ethnic Group (check all that apply):

- General population (all races)
- African-American
- Hispanic
- Native American
- Other

For HVP Focus Area Only:

Estimate the percentage of individuals who will be served by this project in each category:

% Uninsured

% Low income, insured

Target Population – please describe in detail the population experiencing the issue your project addresses. Of the total population you are serving, how many people have the problem and how many will your project impact? **Tip: This gives us a sense of the nature and degree of the challenge you face. We understand that you may not be providing service to everyone**

who has this condition or need. (response limited to 1000 characters including spaces):

Centerville Elementary has 500 students grades K-5 and 40 faculty and staff. This is the only elementary school in Centerville and one of only four elementary schools in the county. 65% of the students attending Centerville Elementary are on free or reduced lunch, and more than 45% of our students have BMIs above the 85th percentile. Students at Centerville are offered physical education classes once a week, but have 30 minutes of unprogrammed recess every day. 300 students participate in Centerville's after school program.

RESULTS

Outcomes – please describe what health gains or behavior changes your target population will achieve as a direct result of this grant. Address how this grant will meet the objectives found in the detailed focus area descriptions for the focus area to which you are applying. **Tip:** Anticipated health gains are not activities, such as participation in workshops. They are specific verifiable changes in health status made possible by these activities. (response limited to 2000 characters including spaces):

Of the 40 faculty and staff at Centerville Elementary, 30 will participate in the walking program and physical activity program. 25 of the 30 faculty and staff will increase physical activity to 30 minutes a day/5 days a week. 450 of the 500 students at Centerville Elementary will increase physical activity to 30 minutes a day 5 days a week and 275 of the 300 children participating in the after school programming will increase physical activity to 60 minutes a day/5 days a week (30 minutes during recess and 30 minutes in after school).

Intensity and Duration – please define how long and how many times participants will need to engage in this project in order to achieve the desired results (response limited to 1000 characters including spaces):

Recess will be offered 30 minutes a day every day. Teachers will be trained by physical education staff on how to increase activity during recess. These trainings will be held once a month and teachers will share new concepts of projects that have worked with their students with other teachers. The walking program will be offered three times a week throughout the school year with alternate physical activity opportunities (yoga, aerobics, kickboxing) offered twice a week throughout the school year.

CERTIFICATION

We certify to the best of our knowledge that all the information contained in this proposal is accurate and complete.

Organization's Executive Director: <i>Jane Doe</i>	Signature: <i>Jane Doe</i>	Date: January 10, 2010
Project/Program Director: <i>John Smith</i>	Signature: <i>John Smith</i>	Date: January 10, 2010