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REQUEST FOR PROPOSALS  
TO IMPLEMENT FIT KIDS 2020 PLAN STRATEGIES



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Remit Electronic Copy of Completed Application to:  
Making Kane County Fit for Kids  
c/o Michael Isaacson at:  
[isaacsonmichael@countyofkane.org](mailto:isaacsonmichael@countyofkane.org)

**Due Date: Friday, May 24, 2019**

**SPECIAL HEALTHY EATING & ACTIVE LIVING PROJECT SUPPORTERS**



*Oberweiler Foundation*

## **Making Kane County Fit for Kids**

### **FIT FOR KIDS 2020 PLAN IMPLEMENTATION PROJECTS**

#### **General Purpose**

Making Kane County Fit for Kids (Fit for Kids) is making funding available to community organizations to support projects in Kane County that increase physical activity and healthy eating in the various sectors of the community described in the Fit Kids 2020 plan.

To change the environment in Kane County to be more health supporting, it is critical that multiple sectors are involved including community groups, education, faith communities, government, healthcare, social service providers, worksites and more. Each of these areas represent important components of the overall system that influences the health of Kane County children.

#### **Brief History and Description of the Making Kane County Fit for Kids**

In 2008, the Kane County Board launched the Making Kane County Fit for Kids Initiative at the Fit for Kids Leadership Summit. Following the Summit a public-private partnership, the “Fit for Kids Funders’ Consortium” was established. In 2017, Making Kane County Fit for Kids became a 501c3 not-for-profit organization. Organizations with members on the board include: Fox Valley United Way, Kane County Division of Transportation, Kane County Health Department, Northwestern Medicine- Delnor, Rush Copley Foundation and the United Way of Elgin.



By combining forces, these partners believe they can most efficiently and effectively raise and disperse funds to support the comprehensive, coordinated; community-based initiatives needed to Make Kane County Fit for Kids and implement the Fit Kids 2020 Plan. As of January 2019, Making Kane County Fit for Kids has made over \$700,000 available to community partners to support local efforts to reduce obesity in the community and implement the Fit Kids 2020 Plan. These funds have been and will continue to be made available to community organizations, municipalities and coalitions that implement strategies consistent with the Making Kane County Fit for Kids goals.

The **Fit Kids 2020 Plan** is a strategic plan to reverse childhood obesity in Kane County by 2020 and was published in 2011. The **Fit Kids 2020 Plan** represents the work of over 80 community stakeholders, meeting over 6 months, contributing well over 1,000 hours of volunteer time. Workgroups dedicated their time to researching, meeting and discussing potential strategies and action steps. This process shows the investment and dedication of the participants in the future of Kane County.

Nine sector-specific Fit Kids 2020 workgroups created this written set of policy level strategies and action steps. Implementation of the more than fifty strategies will lead to local systems, policy and environmental change in Kane County public and private institutions, communities, schools, and families that, together, will assure the conditions for healthy eating and active living across Kane County. The Fit Kids 2020 plan can be viewed at:

[http://www.makingkanefitforkids.org/site/data/FFK\\_2020\\_Plan.pdf](http://www.makingkanefitforkids.org/site/data/FFK_2020_Plan.pdf)

## **Eligible Applicants**

This funding is available to organizations located within Kane County and may include non-profit organizations, schools, and units of local government. Funding will not be made available to individuals. Funding will be used exclusively for projects that implement strategies as described in the Fit Kids 2020 Plan that relate to environmental and systems changes that lead to an increase in physical activity and healthy eating.

## **Project Eligibility**

Agreements will be entered with organizations for projects ranging between \$500 and \$15,000. At this time Making Kane County Fit for Kids expects to distribute up to \$60,000 with the average awards anticipated to be around \$5,000.

## **Applicants must show how system and policy changes will be implemented because of receiving funding.**

All projects must include data collection and project impact evaluation. This includes providing data to Fit for Kids that includes: demographic data of target population served by the grant, participation numbers and outcome data. Upon execution of the grant agreement, a meeting to discuss data collection must occur within 30 days. Representatives from local universities serve on a formal evaluation team that provides expert input to assure the best data is being collected.

Fit for Kids Representatives will work closely with applicants to assure successes are documented. In addition to data collection, this will include collecting photographs, stories and videos of those impacted by the project. These materials will be utilized to highlight the great work going on in the community to improve health.

Additionally, to be eligible for funding, the organization's governing board must have reviewed and formally endorsed or adopted the **Fit Kids 2020 Plan**. If the organization has not yet endorsed or adopted the Plan, the applicant's narrative must address the process that is underway for review and organizational endorsement or adoption must be secured within the first three months of the project period.

## **Previous Projects**

Examples of previous projects that have been funded include:

- Installation of bike racks to support active transportation
- Support for community gardens to increase community engagement and access to healthy food
- Purchase of coolers to allow better access to fresh produce
- Procurement of kitchen equipment to support healthy eating and cooking education
- Installation of street signage and pedestrian timers to support safe, active transportation
- Installation of playground equipment to support physical activity
- Purchase of heartrate monitors to support more moderate to vigorous physical activity in PE

Check [www.makingkanefitforkids.org](http://www.makingkanefitforkids.org) for additional examples.

## Review Criteria

Applications that meet eligibility requirements and are received by May 24, 2019 will be evaluated on a competitive basis according to the criteria listed below.

Criteria	Description
Fit Kids 2020 Priorities	Priority will be given to projects that effectively contribute to the strategies outlined in the Fit Kids 2020 Plan.
Evaluation and Assessment	Projects must include data collection and project impact evaluation. This includes providing 3 types of data: <ul style="list-style-type: none"><li>• demographic data of target population served by the grant</li><li>• participation data</li><li>• outcome data</li></ul>
Project Readiness	Priority will be given to projects that are ready to proceed or face the fewest obstacles that could prevent their timely completion. Factors considered under this criterion will include whether or not the applicant has obtained site control and the appropriate zoning, and the extent to which environmental issues might hinder completion of the project. Extra consideration will be given to projects that provide direct or indirect matching funds and/or leverage other funding sources.
Community Impact/Urgency	Priority consideration will be given to projects expected to have the greatest beneficial impact on high-risk or at-risk populations, including low-income and racial/ethnic minority populations.
Sustainability/Lasting Change	Only those projects that create lasting change will be considered. One-time educational interventions will not be considered.

## **Submission Requirements**

Applications for Fit for Kids funds must be submitted electronically using the forms provided in this packet. In addition to the required forms, a number of supporting documents are required. (An application checklist is provided at the end of the application packet for reference purposes.)

Applicants should be certain to properly complete and submit all required application materials, as insufficient data could reduce the competitiveness of an otherwise eligible project.

Applications for Making Kane County Fit for Kids funds are due by **4:30 PM on Friday, May 24, 2019.**

Please submit an electronic copy of the completed application to [isaacsonmichael@countyofkane.org](mailto:isaacsonmichael@countyofkane.org). Making Kane County Fit for Kids reserves the right to request additional information regarding any application submitted.

## **For Further Assistance**

The staff of the Kane County Health Department and Fit for Kids are available to answer questions regarding application procedures, project eligibility requirements, and Making Kane County Fit for Kids in general.

Please contact Michael Isaacson, Assistant Director of Community Health, at 630-208-3140 or [isaacsonmichael@countyofkane.org](mailto:isaacsonmichael@countyofkane.org) for further assistance.

Additional information is also available at [www.makingkanefitforkids.org](http://www.makingkanefitforkids.org).

**Making Kane County Fit for Kids  
Fit Kids 2020 Plan Implementation Call for Projects  
2019 Application**

**APPLICATION INFORMATION**

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Project Name: Kids Pick Their Own for Healthier Eating

Project Location: Aurora's Famers Market, Downtown Aurora

Applicant Name: Aurora's Farmers Market

Applicant Address: 44 E. Downer Place

City, State, Zip: Aurora, IL 60505

Contact Name and Title: Karla Thomas, Aurora's Farmers Market Manager

Phone: ( 630 ) 256 - 3374

Fax: ( 630 ) 256 - 3379

E-mail: kthomas@aurora-il.org

**Project Period:** June 1, 2019 – May 31, 2020

**PROJECT FUNDING**

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|---|----------|
| 1. Total cost of project identified above:                      | \$ 6,200 |
| 2. Total funds available (or to be secured) from other sources: | \$ 1,200 |
| 3. Amount requested from Making Kane County Fit for Kids:       | \$ 5,000 |

**Attach a budget for the project.** Include all project expenses and funding sources. Indicate the status of each funding source (i.e. yet to apply, application pending, funding committed, etc.).

## **FIT FOR KIDS GRANT PROJECT GOALS GRID AND QUESTIONNAIRE**

**Project Summary:** *(Provide a general statement explaining the problem/opportunity the project will address and identify the benefits of implementing the project)*

Kids visiting Aurora’s Farmers Market at its new location in downtown Aurora will be able to Pick Their Own fresh fruits and vegetables, with a \$5 reward coupon offered to every child age 4 to 14. The coupons will be available at the Farmers Market Booth near the entrance to the Market each Saturday morning. The coupons, given to children who accompany their parents to the Farmers Market, will allow youngsters to purchase \$5 worth of fresh fruits or vegetables of their own choosing. Besides the obvious reward of eating more fresh fruits and vegetables, this program will inspire children and parents to discuss their food choices, and connect kids with the Market’s farmers and community.

**Target Population of your organization and project** Children ages 4 to 14

### **Project Goal(s)**

	Methods or process to reach your goal	How will you know you met your goal? Measures and data collected
1. Get children from all segments of Aurora off to an early start on a healthy-eating lifestyle	Provide \$5 “Kids Pick Their Own” coupons to children ages 4 to 14 for purchase of fresh fruits and vegetables from Market vendors	Number of “Kids Pick Their Own” coupons redeemed at the Farmers Market farm vendor booths
2. Encourage children to talk with their parents about choices of healthy fruits and vegetables	Track the types of fruits and vegetables being purchased with the “Kids Pick Their Own” coupons	Coupons will contain section for children to note the types of fruits and vegetables they plan to purchase
3. Encourage parents to make healthier meals for children	Provide recipes and information for parents and kids on preparing meals with in-season vegetables and fruits available at the Market	Number of recipes handed out at the Market and number of “hits” on Market website pages offering cooking demos and recipes

**In addition to completing the grid above, please provide short answers to the questions below.**

### **Project Questions**

**1. Provide a detailed description of your project/program, including the target population and geographic area it will serve.**

Our “Kids Pick Their Own” project will allow children ages 4 to 14 who accompany their parents to the new Downtown Market site across from Aurora City Hall, to buy their own favorite fruits and veggies at the Saturday morning Market. The \$5 coupon will be presented to children at the Farmers Market booth near the entrance to the Market. Kids will be able to talk with the farm vendors about the types of fresh

fruits and vegetables available at the Market each week, and make their own selections. We will ask children to note on the coupon card the types of fresh produce they purchase, allowing the Market manager to track the healthy eating choices children are making.

The Aurora's Farmers Market web site, [www.aurorafarmersmarket.com/](http://www.aurorafarmersmarket.com/), features a resource page on "Shopping With Kids". The page provides a "top ten" list of reasons parents should bring their children to the Market:

1. Develop healthy emotional eating habits
2. Connect kids with "real food"
3. Talk with real farmers
4. Let them buy their own food
5. Cook the food you bought at home
6. Introduce new foods
7. Learn about nutrition
8. Get away from the screens
9. Family bonding
10. Teach the importance of community

"Kids Pick Their Own," offered through the assistance of Fit For Kids, will address almost all of these "top ten" goals.

There are many other activities at the Farmers Market which focus on children. The Market has featured story times and storytellers who address healthy eating in an enjoyable way for kids. The Market has music and food tastings which youngsters flock to, and our Young Entrepreneurs program even invites children ages 16 and younger to become Market vendors, selling their own wares and staffing their own booths.

***2. Describe the applicant's experience in the administration of this or similar projects/programs, including the qualifications of personnel that will be directly involved in the management of this project/program.***

Aurora's Farmers Market has received, and successfully completed, several grants from Fit For Kids in recent years.

In 2015, Fit For Kids funded a project to remodel the Aurora's Farmers Market Trailer to facilitate cooking and sampling demonstrations at the weekly Markets. (Also in 2015, the City received Fit For Kids funding to create a sidewalk near O'Donnell Elementary School.)

In 2016, Fit For Kids provided funding for Aurora's Farmers Market "Fresh Food Made Fun" project, in which young people got to pick out fresh fruits and vegetables to make their very own smoothies, by mixing the ingredients together with a "blender bike."

The Market has received LINK UP/Experimental Station grants over the past three years for SNAP (food stamp) recipients, which offer them "double value" coupons for fresh fruits and produce.

Also over the past three years, the Farmers Market has partnered with VNA Health Care on a federal nutrition grant which in part has provided vouchers for low-income families in VNA nutrition programs to receive free fruits and vegetables at the Market. And in 2017, the Market received a grant from the U.S. Department of Agriculture for promotion of the Market, including the creation of a new, highly informative Market website.



The City of Aurora has received several million dollars in State and Federal funding in recent years for projects at local parks, roads and bridges, downtown improvements, and the restoration and preservation of our downtown Aurora Grand Army of the Republic Memorial Museum. All of these grant-funded projects have been successfully completed.

Karla Thomas is the Manager for Aurora's Farmers Market.

Before taking over Aurora's Farmers Market in early 2017, Karla previously served as the Market Manager for the Batavia MainStreet Farmers Market.

Growing up in the outskirts of Chicago, Karla has always had an interest in Farmers Markets. She understands the significance of farming, as her in-laws live on a farm, grow their own crops and raise chickens.

The Farmers Market is operated by the City of Aurora Special Events Division. Gina Moga, manager of Special Events, and Mike Nelson, assistant manager of Special Events, assist Karla Thomas in the management of the Market. Both have been very involved in handling the reporting on grants to the Market.

Gina Moga is a life-long Aurora resident and graduate of East Aurora High School. She began working for the City of Aurora in 1998, when she was assigned to develop a festival that would bring people back to the downtown. A year later, Downtown Alive! debuted as an annual summertime celebration.

In 2006, she was appointed Manager of the Mayor's Office of Special Events, which oversaw approximately 18 major city-sponsored events. Those included Aurora's Farmers Market, Blues on the Fox, Downtown Alive, Fall Festival, Holiday Magic and the Memorial Day, Veterans Day and Independence Day Parades. For three years, she took a break from managing events for the City to assist with the construction of RiverEdge Park as one of the City's project managers. She moved back to Special Events in October 2013.

Gina serves as the Vice Chair of the board for the Aurora Civic Center Authority which runs the Paramount Theatre and RiverEdge Park. She also has served on the boards of the Aurora Area Convention and Visitors Bureau, the Illinois Special Event Network, the Fox Valley Music Foundation, and the advisory board of the Adult Literacy Project for Waubonsee Community College.

Mike Nelson, assistant to the Special Events manager, is a native Auroran and a graduate of Columbia College in Chicago, with a degree in public relations. In 2016 he joined the City of Aurora Special Events team, where he plans and assists with the coordination of events in Aurora, including parades, street festivals, Mayoral events, runs and walks, and many other activities.

Over the past four years, Mike has been very involved in the planning, operation and promotion of the Farmers Market.

Karla, Gina and Mike all have worked together over the years to manage and complete the final reporting on national and state grant awards to the Farmers Market.

***3. Is this project/program a collaborative effort with other entities? If so, please elaborate.***

Aurora's Farmers Market will work with the farm vendors at the Market on the "Kids Pick Their Own" project, to encourage them to interact with the children who will be redeeming the coupons. The farm vendors will give the youngsters insight into the growing process and the healthy aspects of selected fruits and vegetables. We also will work with the agencies which offer healthy-eating and healthy-lifestyle demonstrations at the Market, encouraging them to include information for children in their presentations.

## Organization Questions

### **1. Briefly describe your organization and its history. Include website and/or Facebook page if applicable.**

Aurora's Farmers Market, founded in 1912, is the oldest continuous farmers market in Illinois. With more than 45 vendors, 600 shoppers, and special community booths each week, Aurora's Farmers Market is a summertime community event. And it serves as an important source of information and promotion of childhood fitness through healthy eating.

The Market offers children and families much more than just fresh fruits and vegetables – it also focuses on educating our shoppers about the benefits of eating seasonally and buying local. The Market works hard at changing patrons' shopping habits to make them regular buyers and consumers of fresh fruit and vegetables.

Aurora's Farmers Market has regularly featured cooking demonstrations; sampling of produce; information on diets, recipes, and healthy eating; and programs specifically aimed at children.

Programs planned for the Market for 2019, in cooperation with local agencies, include:

-- VNA Health Care: Fruit and vegetable sampling plus information and recipes for a healthier lifestyle.

-- Healthy Living Council of Greater Aurora: Information on local health services.

-- Fox Valley Garden Club: Information on home gardening, growing fruits, vegetables and flowers in your own backyard.

-- Aurora Public Library: Children's reading program and hands-on fun science demonstrations involving food and nutrition.

-- Presence Mercy Medical Center: Blood pressure screening and diabetes risk factor screening.

-- Friends of Phillips Park: A selection of annuals and perennials benefiting the initiatives of the Friends of Phillips Park.

-- Aurora Animal Control and the Humane Society of Aurora: Pet adoption program.

-- SciTech Hands On Museum: Fun – and educational -- science programs for children.

Funding from a U.S. Department of Education Farmers Market Promotion Program grant allowed Aurora's Farmers Market to create its own website, [www.aurorafarmersmarket.com/](http://www.aurorafarmersmarket.com/). The new website features 20 different sections, covering special activities at the Market, the LINK/SNAP program (Aurora's Farmers Market was the first market in Kane County to allow SNAP transactions), healthy eating, "What's In Season", "Shopping with Children", "Market Recipes", how to become a vendor, and other information.

The Farmers Market Facebook page can be found at <https://www.facebook.com/AFM1912/>, and the Market's Instagram page is available at <https://www.instagram.com/aurorafarmersmarket1912/>.

## APPLICATION CHECKLISTS

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In order to be considered for funding, applicants should submit a properly completed application form, the applicable questionnaire, and a variety of supporting documents, depending on the type of project or program proposed. A checklist of the required documents for each type of activity is provided below.

- Completed application, including project goals grid and questionnaire
- Project budget (itemize all project expenses and funding sources)
- Project timeline (attach a schedule for completing the project with key target completion dates listed)

## APPLICANT CERTIFICATION

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- Organization has already formally endorsed the Fit Kids 2020 Plan.
- Organization agrees to formally endorse Fit Kids 2020 Plan by October 1, 2019.

Applicant certifies that they have read and fully understand the guidelines that govern the Making Kane County Fit for Kids 2019 grant program. Applicant further certifies that all information furnished in/with this application is true and complete to the best of Applicant's knowledge and belief. If any information provided herein changes following the submission of this application, Applicant agrees to notify Fit for Kids, immediately. Applicant acknowledges that Fit for Kids may verify any information contained in/with this application, and submission of this application shall constitute Applicant's authorization for Fit for Kids to complete such verification as it deems necessary to determine the accuracy of this application and its suitability for funding. Applicant understands and agrees that if false information is provided in/with this application, which has the effect of increasing Applicant's advantage, Fit for Kids may disqualify this application and deem Applicant ineligible to receive any funds in the future. Applicant understands that Fit for Kids retains the right to reject any and all applications, and, in its sole determination, to waive minor irregularities. Applicant acknowledges by execution of this application that Fit for Kids will make such determinations with the fullest discretion allowable by law. Applicant will at all times indemnify and hold harmless Fit for Kids against all losses, costs, damages, expenses and liabilities of any nature directly or indirectly resulting from, arising out of, or relating to the Fit for Kids' acceptance, consideration, approval, or disapproval of this application and the issuance or non-issuance of funds herewith. Applicant further certifies that they do not discriminate on the basis of race, religion, color, sex, age, handicap or national origin; and that they are duly authorized by board resolution to cause this document to be executed.

Karla Thomas  
Signature

Karla Thomas  
Name (Printed)

May 15, 2019  
Date

Farmers Market Manager  
Title (Printed)

# Kane County Fit For Kids

## Kids Pick Their Own for Healthier Eating Aurora's Farmers Market

### PROJECT FUNDING

**Attach a budget for the project.** Include all project expenses and funding sources. Indicate the status of each funding source (i.e. yet to apply, application pending, funding committed, etc.).

<b>PROJECT EXPENSE</b>	<b>AMOUNT</b>
Coupons distributed to children to buy fresh fruits and vegetables at Aurora's Farmers Market: coupons \$5 each, estimated 50 children per week, for 20-week Market season	\$ 5,000
Printing cost for 1,000 coupons: 50 per week for 20 weeks	\$ 200
Administering Kids Pick Their Own program: Time spent on distributing coupons, redeeming coupons from vendors, tracking purchases; 2.5 hours/week, 20 weeks, at \$20/hour	\$ 1,000
<hr/> <b>TOTAL EXPENSES</b>	<hr/> <b>\$ 6,200</b>

<b>PROJECT REVENUE</b>	<b>AMOUNT</b>	<b>STATUS</b>
Kane County Fit for Kids (coupons)	\$ 5,000	Pending
City of Aurora (printing)	\$ 200	Committed
City of Aurora (administration)	\$ 1,000	Committed
<hr/> <b>TOTAL REVENUE</b>	<hr/> <b>\$ 6,200</b>	

# **Kane County Fit For Kids**

## **Kids Pick Their Own for Healthier Eating**

### **Aurora's Farmers Market**

#### **PROJECT TIMELINE**

**Late June 2019** – Fit For Kids grant awarded

**Late June 2019** -- Order **Kids Pick Their Own** coupons

**Late June 2019** – Update Farmers Market website with information about **Kids Pick Their Own** program

**Early July 2019** -- Launch **Kids Pick Their Own** initiative at Saturday Aurora's Farmers Market at new Market location on Water Street, south of Aurora City Hall

**July through Oct. 12, 2019** – **Kids Pick Their Own** coupons offered weekly at Saturday morning Farmers Market