

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

**APPLICATION INFORMATION**

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Project Name: Move, Play and Talk Playground Project

Project Location: Festival Park, Elgin, Illinois

Applicant Name: Elgin Partnership for Early Learning (EPEL) and the Alignment Collaborative for Education supported by the City of Elgin

EPEL's Address: 220 East Chicago Street

City, State, Zip: Elgin, IL 60120

Contact Name and Title: Amber Peters

Phone: ( 847 ) 452 - 2457

E-mail: [amberpeters@elginpartnership.org](mailto:amberpeters@elginpartnership.org)

Alignment Collaborative's Address : 1750 Grandstand Place, Suite 5, Elgin, IL 60123

Contact Name and Title: Nancy Coleman, Executive Director

Phone: (847) 744 - 0478

Email: [colemanace@align4edu.org](mailto:colemanace@align4edu.org)

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

**PROJECT FUNDING**

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|---|-----------------|
| 1. Total cost of project identified above:                      | <u>\$19,300</u> |
| 2. Total funds available (or to be secured) from other sources: | <u>\$7,400*</u> |
| 3. Amount requested from Making Kane County Fit for Kids:       | <u>\$11,900</u> |

**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.).

\*Does not include City of Elgin's capital investment of \$146,000, and EPEL and Alignment's administrative in-kind cost of \$14,400

**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)*

The Move, Play and Talk Project is the opportunity to utilize resources provided by the City of Elgin in its renovation and enhancements to the Festival Park playground to provide a non-traditional learning setting for children and families. Families in active play settings will increase communications with their children in a talk and play teaching environment to increase their knowledge of fitness and nutrition along with improving language skills and boosting brain development. Teaching playground panels will help parents and caregivers not only prepare young children for Kindergarten but also encourage success throughout the elementary school experience as families establish goals for their children’s social, emotional and physical development.

**Target Population of your organization and project:**

The Move, Play and Talk project will serve the geographical area surrounding Festival Park plus the Greater Elgin Community. In just the surrounding geographical area, there are six, U-46 elementary schools with close proximity to the park to include Channing, Garfield, Huff, Lowrie, McKinley and Washington with a total enrollment of 2,622 students. These elementary schools have an average of 94% racial and ethnic diversity with a range among the schools of 90 to 98%. This population is challenged by the need for greater financial resources with the average free and reduced lunch percentage at 90%. The range within each school varies from a low of 85 to a high of 95%.

In addition to elementary age children, the project will serve a pre-school population between the ages of 2 and 4. That population within the geographical area surrounding Festival Park is estimated at 1,100 children. Over 3,700 children surrounding Festival Park could benefit from this project in addition to their families plus many other families residing in the greater Elgin community as indicated by an estimated 11,000 to 15,000 people annually visiting the park.

**Project Goal(s)**

	Methods or process to reach your goal	How will you know you met your goal? Measures and data collected
Provide a non-traditional learning opportunity for children and families to engage in active play to increase	The City of Elgin has committed the utilization of Festival Park, which has recently undergone a \$124,000 playground renovation and an additional \$22,000 splash	New playground equipment and renovations to be completed by June 15 <sup>th</sup> to include structure with two towers, multiple slides, a

<p>community wellness and family interaction.</p> <p>Utilize playground environments to boost brain and language development through move, play and talk opportunities.</p> <p>Engage families and care providers in settings that focus on the development of the child’s academic, physical and social growth.</p>	<p>pad update to serve as the community’s first playground pilot to provide families with reliable and safe opportunities to engage with their children in multiple, playing and talking teachable opportunities.</p> <p>This grant will enhance the playground’s value as a community and family resource by equipping the area with playground panels that encourage families to use innovative ways to move, play and talk with their children.</p> <p>The partners will utilize community events that attract children and families to the park to reduce inactivity and to encourage the opportunity for unstructured play and family interaction. These events will target large family audiences within the park setting providing the opportunity to share educational resources that support and encourage families to focus on fitness and nutrition, engaging children in the family’s overall wellness plan.</p>	<p>bridge, and dedicated climbing area. City of Elgin utilization data estimates that 11,000 to 15,000 people visit the park annually. With the recent enhancements, the City expects higher utilization specifically with families having young children.</p> <p>Partners plan to design and install a minimum of five large playground panels that encourage families to move, play and talk with their children. In addition to the panels, fencing and playground framework will be used to install a minimum of 12, teaching moment opportunities where children learn about fitness, nutrition, and wellness while they also learn reading and math concepts.</p> <p>Partners have identified four annual events to attract families and children to Festival Park in addition to its summer parks and rec and reading programs. These events include:</p> <ol style="list-style-type: none"> <li>1) A grand opening planned for National Night Out on August 6<sup>th</sup>.</li> <li>2) Art Harvest on October 26<sup>th</sup></li> <li>3) Winter Wonderland and Tree Lighting on December 7<sup>th</sup></li> </ol>
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		<p>4) March into Health Kickoff on March 7<sup>th</sup></p> <p>All events will provide families the opportunity to engage with community partners to set family goals for improving fitness and nutrition while enjoying an active living lifestyle.</p> <p>Summer programs and identified events will provide the opportunity to capture data on family participation and engagement along with making referrals for community wellness services. Participants will be surveyed throughout the year to gather feedback on level of benefit experienced from the community events and the utilization of park resources as an effective, non-traditional learning opportunity.</p> <p>Common branding such as the Give Me Five program and related communications will promote the Making Kane County Fit for Kids initiative along with the EPEL, Alignment and City of Elgin logos.</p>
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*(Each goal will have at least one method and measure. Expand the grid and add more boxes to the table if needed)*

**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.*

In support of the Fit Kids 2020 Plan, the Move, Play and Talk Project encourages the use of local park and playground resources in neighborhoods that serve families facing limited financial resources. Our goal as a collaborative partnership is to promote the Fit for Kids initiative in non-traditional settings such as playgrounds that provide a safe and secure environment for families to get active.

The City of Elgin has committed to Festival Park being the initial setting for the Move, Play and Talk Project as one of its most recently renovated parks equipped with new playground equipment and an updated splash pad. This investment of almost \$150,000 by the City of Elgin demonstrates its commitment to providing families the opportunity for active lifestyles that encourage fitness and wellness for the family as well as the opportunities for children to thrive academically, socially and physically as families learn more about fitness and nutrition and its critical importance to preparing children for success in school and in life.

The Elgin Partnership for Early Learning and the Alignment Collaborative for Education in partnership with the City of Elgin will promote unstructured play and family communication opportunities through the use of playground panels that provide teachable moments to children with the objective to help families boost their children's early brain development and to strengthen language development while learning more about fitness, nutrition and overall wellness. The goal is for families to develop their own wellness plans that involve all family members committed to moving, playing and talking as part of their active lifestyle.

Community events throughout the year will allow grant partners to tap resources from its more than 100 community partners. These partners will provide educational and health care resources central to a community that is committed to family wellness. The wealth of resources available from Elgin's business and community partners will be shared with families for lifelong positive impact.

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.*

The Elgin Partnership for Early Learning (EPEL), the Alignment Collaborative for Education, Gail Borden Public Library and School District U-46 in April called together Elgin's business and community leadership as part of its Commit to 2,000 Days campaign as we work together as a community to improve Kindergarten readiness. Central to that readiness is a family nucleus that practices fitness, nutrition and overall wellness. Within the mission of both EPEL and the Alignment Collaborative is the challenge to build strong communities based on a collective impact model that identifies and brings together human and financial resources to address community challenges. There is no greater priority than the commitment to families to help them help their children be successful.

Both executive directors, Amber Peters representing EPEL and Nancy Coleman with the Alignment Collaborative, have more than 30 years of combined experience in the administration of grants and project management skills required to implement the Move, Play and Talk project. Each organization is supported within its boards and committees with dedicated human and financial resources from the City of Elgin. As a

501c3 organization, the Alignment Collaborative will serve as the fiscal agent for the grant contributing the necessary administrative resources required. EPEL will serve as the coordinating community partner with the goal to attract as many families within the community to the benefits of the Move, Play and Talk project.

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

The Elgin Partnership for Early Learning (EPEL), the Alignment Collaborative for Education and the City of Elgin are joined by key educational partners within the community such as School District U-46, Elgin Community College and Gail Borden Public Library to assist with providing families with the best resources available on developing healthy lifestyles. In addition to educational resources, this grant partnership has the active engagement of the health care community to include such organizations as Advocate Sherman Hospital, Presence St. Joseph Hospital (AMITA), Family Service Association, Greater Elgin Family Care Center, and the Well Child Center.

In addition to education and health care, the grant partners also have assistance within the partner network from the Elgin Township, the Northern Illinois Food Bank, area pre-school providers, and School District U-46 parents as part of the Citizens Advisory Council in addition to the resources provided by the Kane County Health Department, which serves on EPEL's Board of Directors and Alignment's Operating Board and Trauma Informed Care A-Team.

### **Organization Questions**

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

The Elgin Partnership for Early Learning (EPEL) originated in 2011 with the mission to intensify the impact of local efforts to prepare children for Kindergarten. EPEL is supported by 53 business and community partners across the Greater Elgin Community. EPEL provides services to families within our community by providing access to child care assistance, home visitations for pregnant mothers and families, pre-school teacher and staff professional development and resources, and early learning opportunities for children and families. To learn more about EPEL, visit the website at [elginpartnership.org](http://elginpartnership.org).

The Alignment Collaborative for Education established as a 501c3 organization in 2015 brings together business and community leaders and School District U-46 to support public school strategies that raise student achievement and advance the community's economic and social well-being. The Alignment Collaborative has 133 business and community partners focused on three priorities: early education awareness and access, a trauma informed care community, and preparing students to be academic and career ready. For more information about the Alignment Collaborative, visit the website at [align4edu.org](http://align4edu.org)

The City of Elgin has a population of 112,000 and is ranked as the eighth largest city in Illinois. Its 2018-2022 Strategic Principles and Priorities include a commitment to collaboration, diversity and inclusion, innovation and stewardship. The City of Elgin strives to be a safe and healthy community and its objectives that reinforce the Fit Kids 2020 Plan include supporting the enhancement of our public schools and educational institutions through aligning community partners; promoting the community's identity to internal and external audiences, and implementing high quality, strategic design guidelines that support the City of

Elgin's economic and social growth. To learn more about the City of Elgin, visit the website at [cityofelgin.org](http://cityofelgin.org).

## **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.

- X** Completed application, including project goals grid and questionnaire
- X** Project budget (itemize all project expenses and funding sources)
- X** 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.



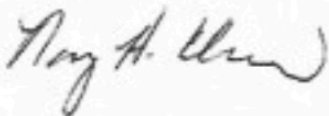
5/23/19

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Signature of Lead Collaborating Partner

Date

Amber Peters, Executive Director, Elgin Partnership for Early Learning



5/23/19

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Signature of Partner Serving as Fiscal Agent

Date

Nancy Coleman, Executive Director, The Alignment Collaborative for Education



## Grant Application Attachments

Attachment A – Project Budget

Attachment B – Project Timeline

Attachment C – Photo of Festival Park’s new playground equipment

Attachment D – Example park signage with partner logos

Attachment E – Example from Too Small To Fail’s national playground project

**Attachment A: Move, Play and Talk Project Budget**

The Elgin Partnership for Early Learning (EPEL) and the Alignment Collaborative for Education are requesting \$11,900 from the Fit for Kids grant program to establish the Move, Play and Talk project in Festival Park. In addition to the \$146,000 capital investment for new playground equipment and enhancements to the Splash and Play, the City of Elgin has committed to providing \$2,000 toward signage costs and \$2,800 toward sign installation and maintenance.

EPEL and Alignment will commit \$2,600 for design, video production and promotional communications in addition to an estimated 360 hours dedicated to project implementation from June 2019 to May 2020 at \$14,400.

**Total project contributions from partners \$21,800**

**Move, Play and Talk Project Itemized Budget Excluding Administrative Time**

<b>Budget Item</b>	<b>Estimated Total Cost</b>	<b>Amount requested from the Fit for Kids grant program</b>	<b>Amount provided by the grant partners</b>
Playground panels and posts (min of 5 double sided free standing signs)	\$9,500	\$7,500	\$2,000
Fence signage with 24x24 images (minimum of 8 at \$300 each)	\$2,400	\$2,400	
Sign installation	\$2,800		\$2,800
Playground panel and signage design communications and art (Minimum of 18 different designs)	\$1,200	\$600	\$600
Two-minute video production advertising Fit for Kids at Festival Park	\$1,300	\$800	\$500
Promotional flyers on fitness and nutrition tied to special events	\$1,200	\$600	\$600
Festival Park promotion via Constant Contact announcements, partner websites, emails and other social media	\$900		\$900
<b>Total Funds Required</b>	<b>\$19,300</b>	<b>\$11,900</b>	<b>\$7,400</b>

## **Attachment B: Move, Play and Talk Implementation Timeline**

### **June 2019:**

- **Announce grant and project plan to community partners**
- **Begin design of playground panel messaging and graphics**
- **Identify vendor for sign production**
- **Establish calendar of events for Fit for Kids promotions at Festival Park**

### **July 2019:**

- **Complete sign graphics and messaging**
- **Send art work to sign vendor**
- **Select post type for stand-alone mounting of playground panels**
- **Map all signage locations**
- **Develop promotional communication plan**

### **August 2019:**

- **Produce playground panels and fence signage**
- **Install signage**
- **Begin video production**
- **Set date for grand opening in mid to late September**
- **Design promotions campaign for grand opening**

### **September 2019:**

- **Announce grand opening across social media and websites**
- **Design park visitor (parent/care giver) feedback survey**
- **Identify community partners willing to showcase fitness and nutrition exhibits at special events**
- **Host grand opening with community partner exhibits**
- **Complete video production**
- **Begin design of flyers for fall and winter events**

### **October 2019:**

- **Host Art Harvest event with community partner exhibits**
- **Survey parents/care givers on park features and promotional wellness efforts**
- **Feature video across community and civic organizations to promote the Fit for Kids program and to encourage visits to Festival Park**

**November-December 2019:**

- **Finalize event promotion flyers for holiday events**
- **Assist with tree lighting event**

**January – March 2019**

- **Survey additional parents/care givers visiting Festival Park encouraging families to develop wellness plans**
- **Kickoff *March into Health* with Gail Borden Public Library and community partners**

**April – May 2019**

- **Survey parents/care givers on their commitment to develop family wellness goals**
- **Utilize parent/care giver feedback to guide discussions about replicating the Move, Play and Talk project in other parks**
- **Provide summary grant report to Kane County Fit for Kids Board and the City of Elgin including recommendations related to the possible expansion of the project to other locations**

Attachment C: Festival Park's New Playground Equipment – Opening in June



**Attachment D:**

**Example of possible Move, Play and Talk Playground Panel  
(Estimated size 36" W x 48" H)  
Signs will be presented in both English and Spanish**



**We know that playtime can be talk time too – an opportunity for parents and families to engage their children in brain-building activities while exercising their bodies through fun, interactive activities.**

**Count the steps climbing up to the slide and then count backwards sliding down**

**Hop 5 times like a kangaroo. Jump up high to the sky**

**LET'S TALK PLAY**

HOW DO YOU LIKE TO PLAY?  
JUMP! HOPE!  
SLIDE! SWIM!  
LEARN!  
LET'S PRETEND WE ARE...  
WHAT'S YOUR FAVORITE GAME TO PLAY?  
LET'S PLAY AND SING!  
YOU AND ME, LET'S PLAY TOGETHER!

TALKING IS TEACHING. TALK READ SING



Attachment E: Example National Project Developed by Too Small To Fail



## Let's Talk Playgrounds



**ALICIA FRANKLIN**

*Education Manager for  
Childcare Partnership*

These panels set the groundwork for reading. They help us focus on cognition, language and literacy, music and nutrition. Because there are prompts about all of the different topics sprinkled throughout, there's a teachable moment everywhere.



**ROSHUNDA SAMPLE**

*Director of the Early Headstart Partnership*

Because we have a big emphasis on literacy in the Mississippi Delta, the Talking is Teaching panels help enhance what we're already trying to do. It won't just be learning in the classroom and fun on the playground. There will be meaningful learning everywhere.