

Community Action Grant 2016

Residents in Illinois' most vulnerable communities are experiencing catastrophic rates of chronic illnesses such as heart disease, stroke, diabetes and cancer – diseases often linked to the excessive sugar consumption. Sugary drinks are the number one source of empty, dangerous calories in the American diet. The American Heart Association (AHA) supports policies that help reduce the consumption of these products, including soda, fruit drinks, sports drinks, energy drinks, coffee, and tea, through a sugary drinks tax. A sugary beverage tax can improve the fiscal health of the state and Cook County budgets and the physical health of our children and families, especially when policy-makers invest the tax resources into health and chronic disease prevention initiatives.

Is your organization interested in helping to raise awareness on the harmful effects of added sugar in our diet, the need to invest in prevention, and to mobilize members around the Cook County and state of Illinois campaigns?

We are looking for applicants state-wide and of multicultural and multilingual communities to help raise awareness for and advocate on behalf of a sugary drinks tax (the Healthy Eating Active Living proposal at the state level) Applications for this **Community Action Grant**, ranging from **\$2,000 - \$8,000** should address how the organization will engage its constituents, communities and individuals in this campaign. Specifically in the application, we would like for you to provide information on what you will do with the money, should your organization receive this grant. Please note: organizations that receive community action grants will be provided with key campaign messages and materials (as appropriate to the scope of work outlined in the application). As campaign plans are implemented, grantees will need to work with a designated Coalition member and will be required to participate on coalition calls, as well as calls beyond campaign-related ones. In addition, grantees will be accountable to the metrics in their work plan, as created and/or approved with AHA campaign staff.

Examples of education-related activities on the health harms of sugary drinks and the details of the proposal(s):

- Hold educational gatherings, webinars, forums, awareness events
- Community presentations and roundtables
- Social media efforts

Examples of mobilization efforts:

- Collect and submit signed petitions to send to elected officials
- Hold meetings with public officials
- Organize a group of influential constituents to make a public statement in support of campaign
- Participate in or Host a Phone banking effort to targets public officials
- Write op-eds and letters to the editor
- Promote the campaign via Social Media efforts

NOTE: AHA will work with recipients on differentiating lobbying and non-lobbying activities. It is possible to participate in this project for public education/non-lobbying activities only.

Application Submission and Due Date: Applications must be submitted by email. This is a rolling application process. Applications will be accepted between October and December of 2016. They will be fulfilled on a first come, first serve basis.

Review process: Applications will be reviewed by a small group of coalition staff and partners. Each application will be reviewed and scored on its merits taking into consideration the population the organization can target, the geographical area the organization can impact, the ways in which the money will be used to educate and mobilize communities, and the timeframe the organization can execute on this project.

Notification: **All applicants will be notified within a week of submission.** Funding will be granted immediately upon approval from the committee.

Budget: Funding is limited to a maximum of **\$8,000** per organization and is granted for a maximum of 4 months, ending January 2017. The committee reserves the right to approve a lower funding amount.

Grantees must acknowledge the American Heart Association funding in promotional and other materials associated with the project. All print and collateral materials referencing the AHA as a grantor of funds must be approved by appropriate AHA staff and comply with existing Communications guidelines. Use of American Heart Association service marks (logo, usage rights), however, is prohibited.

Community Action Grant Application

Name of Organization:

Institution:	Address:
City:	State:
Zip Code:	County:

Program Director Name:

Title:	E-mail address:
Phone number with area code:	
What are the Program Director's qualifications to administer this project?	

Secondary Program Contact:

Name:	Title:
Email:	Phone:

Project beginning date & completion date:

*Beginning date will ensue once grantees are accepted. Completion of all projects will be **January 31, 2017**.*

Target Audience:

In 750 words or less, please outline the following: please do not include any additional pictures or attachments.

- Your organization's strategies and specific examples of educational opportunities and mobilizing efforts.
- A realistic estimate of the number of individuals reached and percentage of target population that will be impacted by the sugary drinks Campaign.

Budget Worksheet: Please provide a breakdown of where the awarded monies will be allocated (personnel, printing, meeting expenses, supplies, etc.)

Please submit your application and budget and direct any questions to:

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