



# School Challenge

**A school grant program promoting nutrition and physical activity.**

## **Application Guidelines**

**Please be sure to read these guidelines before you complete the grant application.**

**School Challenge grant applications will not be accepted after April 1, 2011**

### **About the Highmark Healthy High 5 School Challenge**

The Highmark Foundation awards grants to schools, grades K-12, within its service region for programs that address nutrition education or services and/or opportunities for physical education or activity.

### **Application Guidelines**

Highmark Healthy High 5 School Challenge grants will be awarded to schools based on the merits of the proposal as defined in the following Application Guidelines.

1. Highmark Foundation grant evaluators will be looking for the following five elements in your application:
  - A. Is the program well-conceived, well-planned and does it show an understanding of the children's health issues addressed in the proposal?
  - B. Does the school have the capacity to carry out the program?
  - C. Does the program address the desired outcomes (see #2 below) and have a solid evaluation plan?
  - D. Is the budget submitted appropriate for the overall program?
  - E. Is the program cost effective in terms of the number of students reached and the likely impact?
  
2. Desired outcomes for the School Challenge grant are listed below. In addition to BMI (required), your program should address at least one of the outcomes below:
  - A. Improvements in fitness levels as measured through fitness assessments of endurance, strength, and/or flexibility, as appropriate. Possible fitness assessments include FitnessGram® and the President's Fitness Challenge. (For Healthy eTools for Schools users, fitness assessments are easily captured through the handheld device.)
  - B. A significant increase in the number of minutes per week that students engage in moderate to vigorous physical activity, lasting for a meaningful length of time—two semesters is ideal (in or out of PE class).
  - C. Changes in eating habits based on the program implemented by the school. This could be changes in sales of certain foods or vending selections, or self-reported changes in consumption of specific foods or beverages.

- D. Increasing students' interest and intention to participate in lifelong wellness activities that can be continued outside of school and into adulthood. Programs selecting this outcome should be well-planned and developed, provide multiple exposures to the activity, be comprehensive in educating students about the activity and wellness benefits, and measure evidence (pre-post surveys) of attitude change and increased (or intention to increase) participation in this activity. This type of program is appropriate for middle and high school students.
  - E. Other quantifiable evidence of changes in students' nutrition habits or physical activity, inside or outside of school.
  - F. Change in school BMI measures. Please provide the aggregate results for your school's annual BMI screening before and after program implementation (two years of data).
3. **All grant recipients will be required to submit an outcome report signed by your school superintendent.** See the [Final Report Form and Outcomes Template](#) for specific requirements. Please review these documents prior to completing the application.
  4. School Challenge grant applications **will not be accepted after April 1, 2011.**
  5. Schools may apply for a grant in both categories;
  6. You can submit an application for one grant up to \$10,000 per school building. **If your school has received a grant since September 1, 2010, you are not eligible to apply for a grant in 2011.**
  7. Applications will be reviewed on a rolling basis through April 1, 2011 and awarded by mid-June 2011. If we contact you and need additional information, you will have 7 business days to submit the requested information. The grant review process varies depending on the completeness of your application. If your school is awarded a grant, your grant check will be included in your award letter.
  8. Funded programs must begin within 6 months of receiving the award. Funding is provided for a maximum of 12 months.
  9. All schools, grades K-12, public, private, parochial and charter within the following Pennsylvania counties may apply: *Adams, Allegheny, Armstrong, Beaver, Bedford, Berks, Blair, Butler, Cambria, Cameron, Centre, Clarion, Clearfield, Columbia, Crawford, Cumberland, Dauphin, Elk, Erie, Fayette, Forest, Franklin, Fulton, Greene, Huntingdon, Indiana, Jefferson, Juniata, Lancaster, Lawrence, Lebanon, Lehigh, McKean, Mercer, Mifflin, Montour, Northampton, Northumberland, Perry, Potter, Schuylkill, Snyder, Somerset, Union, Venango, Warren, Washington, Westmoreland and York.*
  10. For questions or additional information about the School Challenge, call 1-800-789-1726 or through Contact Us on our website: [www.highmarkhealthyhigh5.org](http://www.highmarkhealthyhigh5.org).

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**How to Complete the School Challenge Grant Application:**

1. Type your responses in the space provided. You may type beyond the box shown, but the printed form will only show what is typed in the specified area.
2. When you are finished filling out the application, save it to your computer. You can then attach your saved application to an email. Please use the email address specified below for your county.
3. An original, signed Terms & Conditions is required and must be mailed to us in order for your application to be complete. Print the saved application, have it signed by the School Superintendent, and mail it to us at the address stated below for your county.
4. Vendor quotes should be copied and sent to us with your completed application.
5. All email correspondence should include the school district and school name in the subject line of the e-mail.

### **Southwestern Pennsylvania**

*Counties served: Allegheny, Armstrong, Beaver, Bedford, Blair, Butler, Cambria, Clearfield, Fayette, Greene, Huntingdon, Indiana, Jefferson, Lawrence, Somerset, Westmoreland and Washington*

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### **Northwestern Pennsylvania**

*Counties served: Cameron, Clarion, Crawford, Erie, Elk, Forest, McKean, Mercer, Potter, Venango and Warren*

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[GrantsNWPAApply@highmark.com](mailto:GrantsNWPAApply@highmark.com)

### **Central Pennsylvania**

*Counties served: Adams, Berks, Centre, Columbia, Cumberland, Dauphin, Franklin, Fulton, Juniata, Lancaster, Lebanon, Lehigh, Mifflin, Montour, Northampton, Northumberland, Perry, Schuylkill, Snyder, Union and York*

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