

A photograph of a dirt trail winding through a forest. The trees have autumn foliage in shades of yellow, orange, and brown. The trail is covered in fallen leaves and leads into the distance.

Trail Funding: Moving a Good Idea to Reality

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Learning Objectives

1. Where to look for funds and what shapes a successful request
2. Building a community engagement strategy and programming
3. Understanding federal resources and how advocacy can promote trail construction

TRAIL FUNDS FROM A PRIVATE HEALTH FOUNDATION- WHAT'S THE CONNECTION?

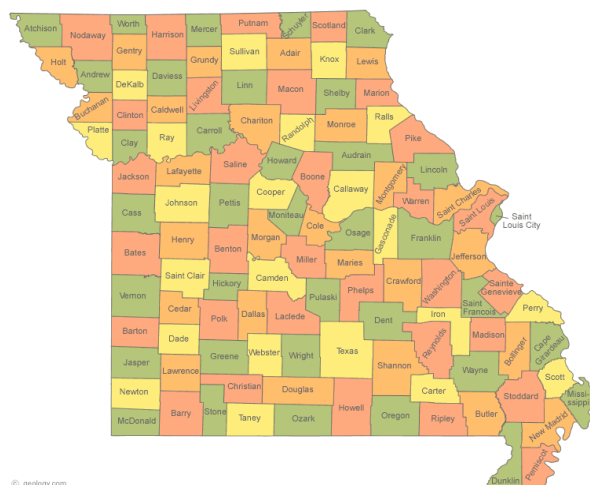


About Us

- Created in 2000 to receive Blue Cross Blue Shield of Missouri's nonprofit assets
- Our Vision is to improve the health of the people in the communities we serve
- MFH is an independent, nonprofit organization focused on grant making, health policy, and capacity building

The Obesity Problem

\$1.6 billion adult obesity



Nearly 1 in 2 African American children overweight/obese

Half of Missouri children in poor families are overweight or obese

11th most obese state
(31% of adults)



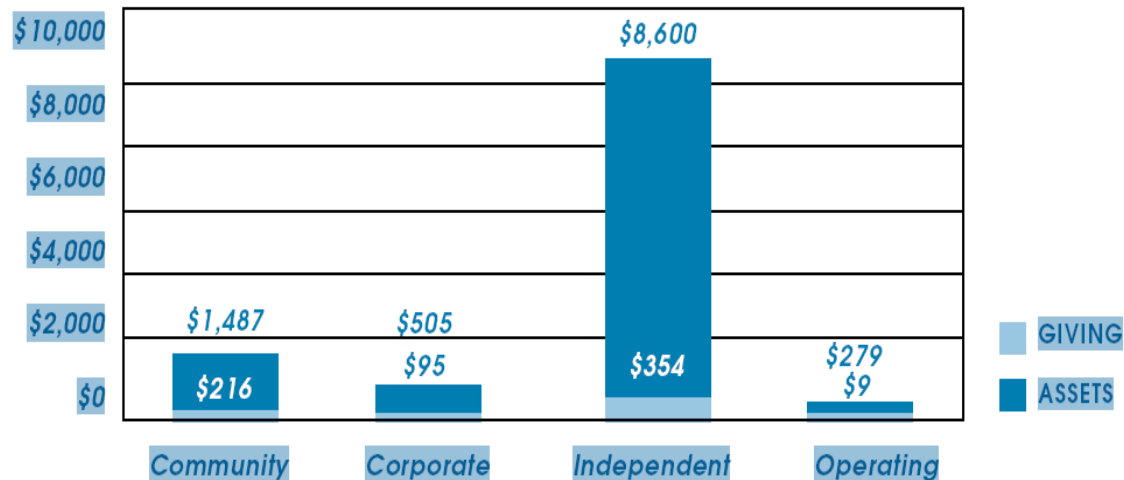
State Legislative Priorities

- Throughout Missouri there is a growing **epidemic of obesity** and associated health issues in both children and adults. A physically active lifestyle is critical to disease prevention and good health. **Public parks and recreation facilities** offer **low cost** opportunities for our citizens to increase their physical activity, improve eating habits and better connect with the natural environment, thereby preventing chronic and costly health problems.





Assets and Giving by Type of Foundation, 2007



Aggregate Data for Foundations by Type, 2007

| | Number | % | Assets (m) | % | Total Giving (m) | % |
|-------------|--------|------|-------------|------|------------------|------|
| Independent | 1,217 | 89.6 | \$8,600.09 | 79.1 | \$354.10 | 52.5 |
| Operating | 68 | 5 | 278.74 | 2.6 | 9.3 | 1.4 |
| Corporate | 66 | 4.9 | 504.58 | 4.6 | 95.34 | 14.1 |
| Community | 7 | 0.5 | 1,486.77 | 13.7 | 216.02 | 32 |
| Total | 1,358 | 100 | \$10,870.15 | 100 | \$674.76 | 100 |

Healthy & Active
COMMUNITIES



MCH



What's Health Got To Do With It?

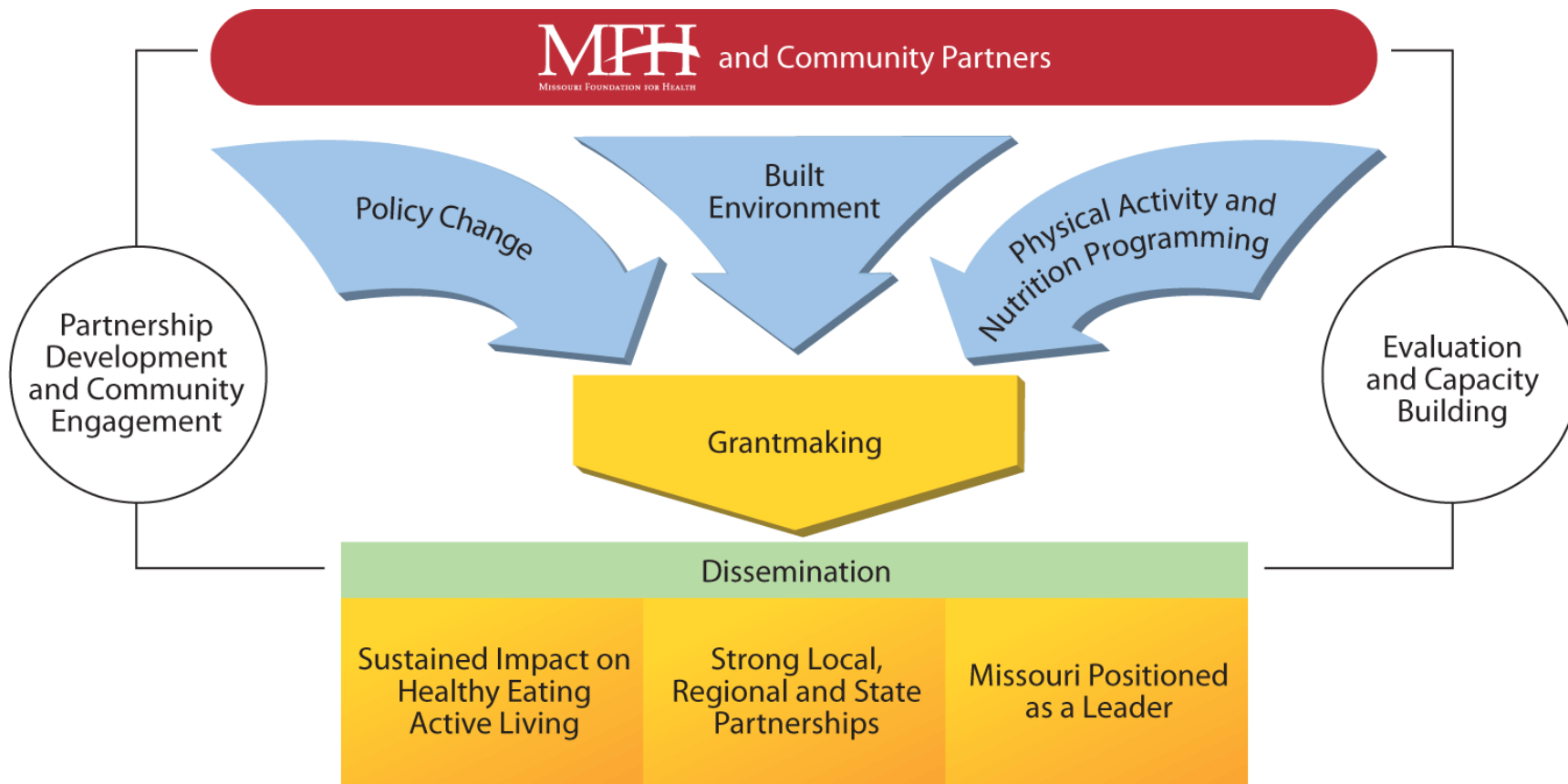
Research

1. \$1 investment in trails= \$2.94 medical savings
1. 43% more likely to exercise for 30 minutes per day if have access to variety of built and natural facilities



Wang G, Macera CA, Scudder-Soucie B, Schmid T, Pratt M, et al. 2004. Cost analysis of the built environment: the case of bike and pedestrian trails in Lincoln, Neb. *Am. J. Public Health* 94:549–53.

Davison K and Lawson C. "Do Attributes in the Physical Environment Influence Children's Physical Activity? A Review of the Literature." *International Journal of Behavioral Nutrition and Physical Activity*, 3(19), March 2006.



Selection Criteria

- Does the applicant's proposed project address the request for proposal?
- Is the plan clear? Are partners' roles defined?
- Is community engagement/buy-in demonstrated?
 - Bike/Ped Plan
 - Resource commitments
- Have multi-sectoral partnerships been identified to better collaborate with existing community efforts?
- Is there a realistic sustainability plan?
 - Maintenance agreements
- Using best practices and available research: *CDC Recommended Strategies and Measurements to Prevent Obesity in the United States*

THE TRAFFIC SAFETY CENTER'S COLLABORATION MATH MATRIX (PARTIAL)

| Participant | Problem Definition | Data | Training | Approaches/ Outcomes |
|----------------------------|--|--|---|---|
| Public Health | Traffic safety is a community health problem | Morbidity and mortality rates Hospital admissions Emergency Rm data Fatality Accident Reporting System (FARS) | Identifying at-risk communities and individuals Effects of transportation on health | Education campaigns Community participation Environmental and policy change |
| Law Enforcement | Traffic violations are a community safety issue | Moving violations Crash reports | Promoting use of occupant restraint systems Enforcement techniques Crash investigations | Check points Patrolling and citations Education campaigns |
| Transportation Engineering | Transportation infrastructure should promote safe and efficient travel | Police reports Crash reports Speed volume and congestion studies FARS | Identifying dangerous roads Safer road and sidewalk design | Improved vehicle safety devices Safer roads and sidewalks Traffic calming |
| Optometry | Optimal visibility of signals and hazards improves traffic safety | Human factors studies of acuity and driver performance Reaction time to various signals | Identifying how people visualize traffic signs and signals | Better vehicle display, signal and road designs Better driver assessment for |

<http://www.preventioninstitute.org/tools/partnership-tools.html>

The Story of Cabool, MO



General Grantwriting Tips



- Read the funding opportunity announcement completely
- Ask if the organization can really do what is being asked
- Evaluate whether it is worth your effort
- Ensure that you have the fiscal infrastructure and or capacity to support the proposed project.

General Grantwriting Tips



- Ask questions of the funder. A program contact information generally provided.
- Take advantage of technical assistance opportunities presented by the funder.
- Have someone else review your proposal prior to submission – does it flow and connect?

Resources

- National Coalition to Promote Physical Activity
 - <http://www.ncppa.org/>
- Missouri Council for Activity and Nutrition
 - <http://extension.missouri.edu/mocan/>
- Healthy Lifestyles Initiative-MU Extension
 - <http://extension.missouri.edu/healthylife/step5.htm>
- American Trails <http://www.americantrails.org/>