



# MyFi High-Five Grant Program FAQs

## What is MyFi?

The Dallas Mayor's Youth Fitness Initiative, or MyFi, is a public/private partnership focused on reversing the childhood obesity epidemic in our city. There are several ways children can get involved in MyFi: a free, afterschool MyFi program currently offered at various City of Dallas recreation centers; an online program that encourages participants to track their healthy choices and earn points for prizes; by participating in citywide celebrations and events; and through the new MyFi High-Five Grant Program.

## What is the MyFi High-Five Grant?

The MyFi High-Five Grant Program facilitates MyFi's expansion from the City of Dallas recreation centers into area non-profits. Organizations selected to participate in the two-year grant program will incorporate the MyFi model, share high standards and best practices for youth health and fitness, and develop measurable programs that encourage active and healthy living. The goal of the grant program is to:

- **Build** partnerships with organizations and schools
- **Provide** a grant that enables partners to enhance their organizations/programs
- **Take** a united, measurement-based approach toward improving the health of Dallas kids

The two-year program begins in the fall of 2012. The one-time grant for organizations totals \$5,800, which includes \$1,315 for FITNESSGRAM license and web hosting fees; \$3,000 to be used at the discretion of the organizations' leaders; an administrative stipend not to exceed \$1,000; and \$485 to cover the cost of pedometers and training.

## What are the five MyFi standards that High-Five organizations must follow?

MyFi High-Five organizations and schools share a common objective—improving the long-term health of children so they may live stronger, longer lives. To reach this objective, MyFi requires that High-Five grant recipients exemplify the highest standards in Fitness, Nutrition, Measurement, Family Involvement and Rewards. Please see eligibility requirements and application questions for specific standards.



## What are the benefits of receiving a MyFi High-Five grant?

When organizations and schools receive a MyFi High-Five Grant, they will have a variety of opportunities for growth, support, collaboration, sharing resources and learning best practices from fellow grant recipients. A few benefits include:

- **Access** to MyFi's online challenges and rewards program for youth in your program
- **Opportunities** to share success stories through various MyFi communications channels
- **Opportunities** to showcase school/organization's achievements through presentations and demonstrations at MyFi citywide celebrations
- **Opportunities** to share resources and partner with neighboring MyFi corporate sponsors and programs
- **Participation** in Mayor's annual 5K Fun Run and Walk, and post-run celebration
- **Invitation** to participate in periodic success summits hosted by Mayor Rawlings to share and learn best practices
- **Increase** in organization's recognition/public profile
  - Media events with Mayor Rawlings and other MyFi partners
  - Use of MyFi High-Five logo on website and marketing materials
  - Recognition on MyFi website and other public materials

## How many organizations or sites will receive grants? Can we apply for multiple sites?

We hope to award grants to 15-17 qualifying organizations and schools. Organizations that have more than one site in Dallas will be allowed to apply for grants for up to three sites. Each site must submit a separate application.



### How may recipients spend the grant money?

With the exception of the stipend money (please see question/answer below), grant money should be used to fund activities that further the program's objectives consistent with the High-Five standards. In addition, funds should be used in a way that leads to sustainable change within the school or organization. In the application, organizations will be asked to review the High-Five standards and determine how they can use the funds to fill any gaps or advance their program. Funds may be used to support any of the five standards, such as purchasing program equipment, supplies or nutrition education materials. Specific use of the funds is at the discretion of school/organization leadership and administrators. At the end of the year, grant recipients will be asked to document the use and impact of grant money.

### What is the stipend intended for?

Included within the grant money is an administrative stipend not to exceed \$1,000. It will be offered to grant recipients to help compensate the program administrator(s) for time spent completing the grant's reporting and tracking requirements. Half of the stipend will be provided at the front-end of the grant program; the remainder will be provided at the end of the two-year program.

### What is the application process?

MyFi team members will meet with candidates to share grant requirements, deadlines and steps to complete their application.

### How does the pedometer program work?

High-Five organizations and schools must incorporate a week-long pedometer challenge into their existing program each spring. The idea – recommended by the Cooper Institute – is to give children a step-counting device designed to remind, motivate and educate them about walking and becoming more active. As they track their steps, log their miles and participate in friendly competitions, participants are encouraged by their progress and step up as health leaders in the organization, their schools and their families. MyFi will help coordinate logistics for the pedometer campaign in the spring.

### Should the grant serve the same group of kids both years?

Ideally, yes, we would like for High-Five grant recipients to target the same group of kids both years. The goal is to retain as many of the same children as possible, so that we can effectively track participants' health and fitness progress using a variety of measurement tools.

### Do we need to create programs and activities to cover the entire 24 months of the grant period?

While we are asking applicants to complete an action plan template covering the 24-month period, we understand that not all programs are offered year-round. We understand that there might be gaps throughout your schedule and ask that you indicate those within your application and action plan.

### How will grant recipients access the measurement tools?

MyFi is working on expanding our website to include a new portal for MyFi High-Five organizations. Each program administrator will be able to access the Behavior Health survey and Rate of Perceived Exertion logs through the site. The FITNESSGRAM tool will also be web-based.

### Will MyFi be responsible for providing all of the rewards for our program?

While MyFi will provide periodic grand prize drawings and giveaways and coordinate special events, we encourage grant recipients to establish their own set of recognition or constructive (non-food) rewards to help motivate their participants to reach new health and fitness milestones. Grant recipients might choose to use some of their grant money to purchase rewards. They can range from a simple photo recognition board or certificate, to a special privilege such as becoming the leader of the week, to a more elaborate reward such as a group field trip to a park or the farmer's market.

### Key Dates

- **July 30:** Application toolkit materials will be delivered to non-profit organizations.
- **August 20:** Deadline for organizations to submit PDF applications via email to [MyFiTeam@MyFiDallas.com](mailto:MyFiTeam@MyFiDallas.com).
- **September 5:** Grant recipients will be notified of their award.
- **Mid-September:** MyFi will coordinate website and program orientation.
- **September 17:** FITNESSGRAM testing begins and marks the start of the grant period.

### For More Information

If you have questions about the MyFi High-Five grant program or application, please call Debbie Dennis, MyFi Loaned Executive Director, at 214.486.3550, or email [MyFiTeam@MyFiDallas.com](mailto:MyFiTeam@MyFiDallas.com). Be sure to "Like" MyFi on Facebook at [facebook.com/MyFiDallas](https://facebook.com/MyFiDallas) and visit our website, [MyFiDallas.com](http://MyFiDallas.com).