



HEART & SOLE

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Reiley Curran 734-593-5279 reiley.curran@stjoeshealth.org

St Joseph Mercy Chelsea 734-593-6000

Continuing or New Intervention:

- Continuing

Intervention also funded in:

- Year 1: \$5000
- Year 2: \$6500
- Year 3: \$5903
- Year 4: \$2000
- Year 5: \$2000

Amount Requested:

\$2000

Element:

Move More

Intervention information

Brief Description:

- I. Brief description of the program or project: Encourage community members to move more and work towards a healthy lifestyle in a safe, supportive, social atmosphere while raising money for a good cause.
- II. Target population:
 - I. All ages
 - II. Chelsea and 5 Healthy Towns
 - III. Outreach to Washtenaw & Jackson Counties
- III. When will the intervention start and end: **May 20th 2017**
- IV. Number of events (if applicable): **4 events**
 - I. 2mile and 5K run/Walk
 - II. 10K run
 - III. 13.8 mile bike ride

For the primary goal provide the following information:

List all the goals of the intervention

1. 700 participants Moving More
2. Raise Funds for Behavioral Health Services

SMART	Goal 1:
Specific Goal	Increase participation in the Heart & Sole Race to 700 participants and volunteers while raising funds for Behavioral Health Services
How success will be measured	# participants and volunteers # sponsors, total money raised through sponsorships
Describe what data will be collected and who will collect it	Autumn Orta will collect the data from online and paper registrations and as well as volunteer list and keep track of donations/budget
Why do you think the goal is achievable?	Last year we had ~ 579 participants and 65 volunteers. This is up from the year before by 54 participants and volunteers.
Is the timeline achievable	Yes

Units of Engagement

Please calculate the units of engagement for your intervention

- Estimated number of participants (P) **700**
- Estimated time each participant spends at each event (T in hours) **2.5**
- Estimated number of events to be held (N) **1**
- **$700 \times 2.5 \times 1 = 1,750$**

Note – if this is an infrastructure intervention, units of engagement may not be applicable

Key Evaluation Data

Please list the measures you will be using to track the impact of your intervention. Measures may include, but are not limited to:

- Number of participants
- Funds raised
- General feedback on event

Responsible Parties & Organizations

Who will:

- Autumn Orta is the Race Director, Reiley Curran assist
 - Obtain permits, etc. required
 - Develop tools to collect data and collect data
 - Analyze data
 - Recruit necessary volunteers
 - Prepare storyboard, presentation(s) and reports
- Heart & Sole Planning Committee
 - Finalize decisions such as times, dates, etc.
 - Develop and implement marketing
 - Develop plan to improve intervention

What organization are involved:

1. Organizations whose approval is required.
 1. Chelsea School District
 2. Chelsea Police Department
 3. Washtenaw County Sheriff
 4. Washtenaw County Road Commission
 5. City of Chelsea
2. Organizations who have committed to contribute to the intervention
 - A. Volunteers: Service organizations, civic clubs, athletic groups and church groups
 - B. Dollars: Local and regional businesses/organizations
 - C. In Kind: SJMC, local grocery stores

Marketing Plan

How do you intend to market your intervention?

- MARKETING PLAN is:
 - ❑ Websites including Heart & Sole, Facebook, 5HF, SJMH, Running Websites, etc.
 - ❑ Online Registrations
 - ❑ Mailings: Registration Cards to go out beginning of February
 - ❑ News Releases to local papers
 - ❑ Community Fairs/ Other local race events
 - ❑ Banner on Pierce Lake Elementary Fence
 - ❑ Low children's entrance fees to encourage families

Proposed Budget (Total Budget = \$ 32,000)

How \$2000 funds from 5HF will be used

- Marketing = \$1200
- Materials = \$800
- Funds will go towards materials which will help lower cost of registration fees for children and providing free downloadable pictures to all participants.
- In return for \$2,000 level sponsorship, 5HF logo would appear on all participant photos
Ex: [Logo on Corner of Photos](#)

How \$17,000 funds from other organizations will be used

- Marketing = \$1800
- Compensation = \$8500 (In Kind)
- Materials = \$6700