

# Chelsea Friends and Family Wellness Coalition | Plan Year 6

<b>NAME OF THE INTERVENTION</b>	Run for the Rolls
<b>5HF Element* to Impact</b>	Move More
<b>Fiscal Agent</b>	Run for the Rolls
<b>Tax I.D</b>	27-1461771
<b>Implementation Contacts (2 or more required)</b>	Cindy Burdette, Danielle Matusik
<b>Contact phones and emails</b>	734-546-7567, <a href="mailto:triveline@hotmail.com">triveline@hotmail.com</a> , <a href="mailto:runfortherolls@hotmail.com">runfortherolls@hotmail.com</a> <a href="mailto:daniruns346@gmail.com">daniruns346@gmail.com</a> 734-276-1574
<b>Date Funding Required</b>	June 2017
<b>Implementation Date</b>	August 26 <sup>th</sup> , 2017
<b>Estimated Completion Date</b>	August 26 <sup>th</sup> , 2017
<b>Total Amount Requested from 5HF</b>	\$2,000

Criteria	Descriptions
<p><b>1. Please provide a brief description for the intervention program you are proposing and indicate the target population.</b>  <i>Typically one paragraph and 3-5 sentences</i>  <i>Target population options: youth, adult, seniors, disabled, etc.</i></p>	<p>Run for the Rolls is a 1-mile fun run and 5K race that is held annually in Chelsea. The race starts at 12:30 pm and kicks off the start of the Chelsea Fair Parade that takes place at 1 pm. The top 3 finishers of the 1 miler are awarded the Common Grill's famous rolls. Run for the Rolls is currently in its 11<sup>th</sup> year, this year's race will take place on August 26<sup>th</sup>, 2017. The race encourages people of all ages to move more and engage in a healthy lifestyle through physical activity.</p> <p>This year we are hoping to obtain course certification for the race and reach out to other 5H communities to increase participation. We will also be adding another director, Danielle Matusik.</p>
<p><b>2. How does this intervention address the needs identified by your community and the coalition?</b>  <i>Please be specific and refer to local data (i.e. HIP, MiPHY, PAC, NEAT, etc.) and/or the coalition strategic plan. Should include specific health/wellness indicators.</i></p>	<p>Through the race we hope to encourage more people to move more and engage in more physical activity. According to the 2015 HIP data, Chelsea/Dexter had the highest percentage of adults who reported having 0 minutes of exercise per week (28%) of all the 5 Healthy Towns. 2015 HIP data also showed Chelsea/Dexter to have the highest percentage of children (47%) who engaged in less than 60 minutes of active play per day of all of the 5 Healthy Towns.</p>
<p><b>3. What are the specific goals for the intervention?</b></p>	<p><b>Goal 1-Increase the number of people who participate in the Run for the Rolls Race to 250</b></p>

<p><i>Specific goals: For each goal address these 5 points so that the goals are SMART goals)</i></p> <ul style="list-style-type: none"> <li>• <i>State what you are trying to accomplish,</i></li> <li>• <i>How you will measure progress toward and accomplishment of your goal</i></li> <li>• <i>Who is responsible for collecting the data?</i></li> <li>• <i>Why you think the goal is attainable</i></li> <li>• <i>Describes how the goal is relevant to the coalition and community wellness related needs.</i></li> <li>• <i>What is the timeframe for achieving the goal?</i></li> <li>• <i>See <a href="http://www.wikihow.com/Set-SMART-Goals">http://www.wikihow.com/Set-SMART-Goals</a></i></li> </ul>	<ul style="list-style-type: none"> <li>• Last year the race had a total of 204 participants. We hope to increase the number of participants this year by increasing marketing efforts to reach out to the other 5H communities and by pursuing course certification for the 2017 race.</li> <li>• Measure # of participants (including from each 5H Town),</li> <li>• Cindy Burdette and/or Danielle Matusik will collect data</li> <li>• Based on past year’s participation and added outreach efforts to encourage participation from other members of the 5H communities we believe the goal is attainable. Pursuing a USA Track and Field course certification for the 5K and 1 mile will also assist in attracting more runners to the race. The program is used to certify that race courses are of accurate distance. This certification is especially important to elite runners who are looking to be nationally ranked or trying to compare race performance to their personal best.</li> <li>• Increased participation means more people getting out to be physically active and moving more</li> <li>• Race is August 26<sup>th</sup>, 2017</li> </ul>
<p><b>4. What key data will be collected, analyzed, and used to evaluate the intervention?</b></p> <p><i>Should include:</i></p> <ul style="list-style-type: none"> <li>• <i>Units of Engagement</i></li> </ul> <p><i>Might also include survey data, and other measures such as pounds of produce grown, miles of trail maintained, number of books distributed, etc.</i></p>	<p>Number of registrations (number of registrants from 5 Healthy Towns)                  Survey’s collected pre-race survey and post-race survey                  Units of engagement</p>
<p><b>5. What are the estimated Units of Engagement for the intervention?</b></p> <p><i>Unit of engagement = number of people per event * number of events * timeframe for the event (e.g., 30 minutes would be 0.5 hours)</i></p> <p><i>Example : 100 people * 6 events * 1 hour per event = 600 units of engagement.</i></p> <p><i>UNITS OF ENGAGEMENT DO NOT NEED TO BE CALCULATED FOR INFRASTRUCTURE (i.e. parks, sidewalks, trails, etc).</i></p>	<p>250 participants X 1 hour participating in the race X 1 event = 250 units of engagement</p>

<p><i>Note- if participation is not part of the key data, describe how you will measure engagement of community members.</i></p>	
<p><b>6. Who (specifically) will be responsible for what aspects of intervention implementation?</b>  <i>Please provide names for those responsible for:</i></p> <ul style="list-style-type: none"> <li>• <i>Obtaining all required permits and permissions and all other communication required</i></li> <li>• <i>Deciding on dates, times, locations</i></li> <li>• <i>Marketing – both developing and distributing marketing materials</i></li> <li>• <i>Recruiting necessary volunteers</i></li> <li>• <i>Developing tools to collect data and pictures</i></li> <li>• <i>Analyzing data collected</i></li> <li>• <i>Developing plans for how to improve the intervention (on-going and for subsequent years)</i></li> <li>• <i>Preparing and presenting presentations and reports</i></li> <li>• <i>All other specific tasks for this intervention to be successful.</i></li> </ul>	<p>Cindy and Danielle will coordinate the race:</p> <ul style="list-style-type: none"> <li>• Obtain permission from City of Chelsea to have the race</li> <li>• Contacting Chelsea Police to provide security for the race</li> <li>• Contacting Silver Maples for permission to use grounds, water table, and for participants</li> <li>• Contacting St. Joseph Mercy Chelsea Hospital for use of grounds</li> <li>• Contacting St. Louis Center for participants</li> <li>• Mark the course route day of</li> <li>• Developing marketing materials</li> <li>• Attend coalition meetings and/or provide Ashley Tomasi with materials to bring to meetings to spread awareness of the race and encourage participation</li> <li>• Reach out to other 5H race organizers to spread awareness of the race</li> <li>• Obtain course certification</li> </ul> <p>Cindy, Danielle, and volunteers will be responsible for distributing marketing materials and social media</p> <p>Volunteers will be responsible for monitoring the course during the race and will be in charge of the registration table (Friday and Saturday)</p> <p>Aberdeen Bike will provide space for Friday registrations</p> <p>Craig Common will supply the Common Grill Rolls</p>
<p><b>7. Does implementation of this intervention require approval from an organization other than the fiscal agent or organization implementing the intervention?</b>  <i>Yes or No. If yes, please indicate all organizations requiring approval and indicate if approval has already been granted. If it hasn't been granted, when will this be done. Include the name(s) of the approver(s).</i></p>	<p>City of Chelsea, Chelsea Police Department, St. Joseph Mercy of Chelsea, Silver Maples</p>
<p><b>8. With whom will you collaborate on this</b></p>	<p>St. Louis Center- provides volunteers and participants</p>

<p><b>intervention including assistance with implementing the program, assistance with financing the program and organizations which might financially support this intervention (long term sustainability).</b></p> <p><i>Please include names of people in the collaborating organization that will be involved with this intervention. Indicate in the budget below – the contribution from the organization(s).</i></p>	<p>Silver Maples-water table, grounds                  Chelsea Police Department- security                  City of Chelsea-permission to have the race                  St. Joseph Mercy Chelsea-permission to use grounds</p> <p>We anticipate the following to continue to be sponsors for the 2017 race:                  American 1 Credit Union                  Roberts Paint and Body                  Chelsea Chiropractic                  Chelsea Wellness Center                  St. Joseph Mercy Chelsea Hospital                  Green Leaf Pediatrics                  Farm Insurance Bureau                  State Farm Insurance                  Chelsea Milling                  Zou Zou’s</p>
<p><b>9. If this is a continuing intervention:</b></p> <p>A. How many years has this intervention been funded by the coalition?</p> <p>B. Have the outcome(s) been presented to the coalition and the report(s) been submitted to 5HF?  <i>If no, when will the presentation to the coalition be done and when will the written report and expense report be submitted to 5HF?</i></p> <p>C. Describe how the intervention will be improved (also include past improvements if this is the 3 or more year of funding).</p> <p>D. Has the amount requested from the coalition increased or decreased? Why?</p> <p>E. How many more years will this intervention request funds from the coalition?</p>	<p>The coalition has funded the race for 5 years. This will be the 6<sup>th</sup> year we are applying for funding.</p> <p>Yes outcomes were presented to the coalition in November 2016 and a report has been submitted to the foundation</p> <p>This year we are adding another person (Danielle Matusik) to assist with race directing. We also plan to increase our marketing efforts and outreach to the other 5H communities to increase participation and collaboration. We especially want to reach out to some of the other 5H race organizers to market the race and learn more about other races taking place in the 5H communities. We hope that through making these connection we will be able to better marketing races across the 5H communities. We are also pursuing course certification. This year we will not be including a training program for the race. This is due to little to no participation in previous years.</p> <p>The amount requested is the same as year 5. The amount requested increased in Year 4 to accommodate the 5K race.</p> <p>We are continuing to seek additional sponsorship, but anticipate we will continue requesting funds</p>

	from the coalition.
<b>10. Does your intervention have a sustainability plan?</b> <i>How the intervention will be sustained if the coalition does not grant/renew funding?</i>	Getting more participants, especially in the 5k race will help with the sustainability of the race. We also continue to seek other sponsorships.
<b>11. Provide citation(s) of similar programs used as a model in developing this intervention.</b>	The success of previous years of the race can be used as a model. The race is now in its 11 <sup>th</sup> year.

~ INSERT A BUDGET which shows all expenses, revenue and in-kind contributions\*. Please also indicate which expenses will be covered by the funds from the 5 Healthy Towns Foundation.

\* Note: Examples of in-kind contributions include volunteer hours, use of space, items, etc.

**Income:**

5 Healthy Towns Foundation - \$2,000

Sponsors and Registrations - \$7,507

**TOTAL: \$9,507**

**Expenses:**

Participant/volunteer t-shirts - \$2,000 5HF

Marketing -\$1,390

Compensation - \$600

Materials – \$4,075

Supplies - \$482

Scoring - \$960

**TOTAL: \$9,507**

**In-Kind:**

Water - \$100

Staging area/start finish area- City of Chelsea

Volunteers – Rotary, Speedway

Banner Printing - \$150

Also provide the information in the two tables below

Budget Summary	Amount	Percentage
Amount of funds from Coalition	<b>\$2,000</b>	<b>21%</b>
Total funds from other sources	<b>\$7,507</b>	<b>79%</b>
Marketing/Advertising	<b>\$1,390</b>	
Compensation – to one or more people	<b>\$600</b>	
Infrastructure (structure that lasts 5 years or more)		
Other expenses	<b>\$7,517</b>	

Plan Year	Amount granted	Amount Spent	Amount carried over	Amount returned to 5HF
Year 1	<b>\$3,000</b>			
Year 2	<b>\$1,500</b>			
Year 3	<b>\$1,301</b>			
Year 4	<b>\$2,000</b>			
Year 5	<b>\$2,000</b>			