



Camden Youth Advisory Council

MINI-GRANT CALL FOR APPLICATIONS



FEBRUARY 2021

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION



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DVRPC's mission is to achieve this vision by convening the widest array of partners to inform and facilitate data-driven decision-making. We are engaged across the region, and strive to be leaders and innovators, exploring new ideas and creating best practices.

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About the Camden Youth Advisory Council

Mission Statement

The Camden Youth Advisory Council (CYAC) is a youth-led group that provides leadership, promotes change, and raises awareness about community health issues. The CYAC will research community health issues; use media and the arts to advocate for change; and partner with youth, adults, and other organizations to make Camden, New Jersey a healthier place.

History

The Camden Youth Advisory Council began in 2016 with 4 high school students in the city of Camden and has grown to 12 students in the 2020-2021 school year. Past projects included a School Food Survey, Day of Play, Shout out to Camden Social Media Campaign, School Food recommendations, a walk audit, and a first round of CYAC Mini-Grants.

2020-2021 Highlights

The Council began its year working with the Delaware Valley Regional Planning Commission (DVRPC). CYAC members learned about the field of city planning and how city planning affects their lives day-to-day. Members participated in a virtual healthy community audit by photographing areas of their communities that make it either easy or hard to be healthy. The CYAC then identified three priority areas that they believe will improve the health and wellbeing of Camden residents. The Council developed the Call for Applications to solicit program and project ideas that will foster a healthier Camden from organizations working in and around Camden. The CYAC also plans to participate in trauma training with Hopeworks, a career night, and a Talent Show.



About Campbell's Healthy Communities

The Campbell's Healthy Communities Program is a \$10 million investment over ten years to measurably improve the health of young people in Campbell's hometown communities. To achieve this goal in Camden, Campbell has partnered with many local organizations—including DVRPC, the Food Bank of South Jersey, The Food Trust, Camden Coalition of Healthcare Providers, Food Corps, Wellness in the

Schools, the Greater Philadelphia YMCA, and Center for Environmental Transformation—to focus on four strategic areas: ensuring access to affordable and fresh foods, increasing physical activity in a safe environment, supporting healthy lifestyles through nutrition education and partnering with the community to advance positive social change. Since 2016, Campbell has provided funding to the Food Bank of South Jersey and the Food Trust to support the formation and management of the CYAC. Campbell Soup Company also provided funding to DVRPC for the youth mini-grant project.

About the CYAC Mini-Grant Program

The CYAC will award a total of \$20,000 to organizations working to foster healthier communities in Camden. The CYAC identified three priority areas that they believe will improve the health and wellbeing of Camden residents. Qualified organizations working on initiatives that align with the CYAC mission and the identified mini-grant priorities will be eligible to receive funding. It is anticipated that the CYAC will award between two and four grants in amounts ranging from \$5,000 to \$10,000.

Checklist for Submission

All applicants must submit the following items to be eligible for consideration. Any application missing these components will not be accepted.

- ☐ Responses to all of the application questions listed on page 5. *Up to two pages, excluding the budget.*
- ☐ A proposed budget for a \$5,000 grant award using [the attached budget form](#) (in Excel). If you have additional services that you would like to provide above \$5,000, please provide an additional budget up to \$10,000. The selection committee will use these budgets in evaluating proposals.
- ☐ Sign and date your application confirming your understanding of the grantee requirements and accuracy of information provided in your application.

Grantee Requirements

All grantees agree to be in compliance with all applicable local, state and federal law, including FBI child clearances if necessary. Grantees further agree that they will submit the following required items once they have been notified of the award. Grantees should also note that all expenses will be reimbursed on a cost incurred basis.

- ☐ Certificate of Insurance
- ☐ Tax Documents

In addition to the above required documentation, all grantees must also meet all project deadlines and actively participate in all mandatory meetings. Failure to meet any of the grantee requirements may result in the loss of grant funds. All project tasks must be completed by June 30, 2022.

Tentative Timeline

- The CYAC mini-grant application will be posted on DVRPC's website by **Wednesday, February 17, 2021.**
- Completed applications must be submitted to health@dvrpc.org by **10am on Wednesday, March 17, 2021.**
- Questions should be submitted to health@dvrpc.org by **5pm on Friday, March 5, 2021.** Responses will be posted on DVRPC's website on a rolling basis, no later than **5pm on Wednesday, March 10, 2021.**
- Grantees will be notified no later than **Friday, April 16, 2021.** Reporting, invoicing, and payment details will be sent via email with the award letter.
- Grantees will be required to attend a project kickoff with the CYAC and other awardees on **Wednesday, May 5, 2021.** The meeting may be held virtually from 4:30 to 5:30pm. Grantees will be asked to make a short presentation to the CYAC.
- All projects must be completed by **Thursday, June 30, 2022.**
- All grantees will be required to complete a one-page progress report within 180 days of full contract execution and a final report, including a summary of accomplishments, by **Friday, July 29, 2022.**

Identified Priorities

The CYAC will award grants in amounts ranging between \$5,000 and \$10,000 to qualifying organizations that are addressing at least one of the three priorities outlined below.

- Healthy Food Access
- Youth Development
- Promoting a Positive View of Camden

Healthy Food Access

The CYAC identified supporting greater access to healthy food as a key part of building a healthier Camden. We know that **many people rely on corner stores for their regular food access** and that fresh and healthy food options at corner stores can be limited. Even though local grocery stores can offer more fruits and vegetables, they can be **harder to get to, especially for residents without a car**. Additionally, knowing how to prepare and/or eat a balanced and healthy diet can often be a challenge.

While there are many barriers to accessing healthy food, we know that many organizations are already working to increase food access in Camden. We are looking to fund organizations that can help increase access to healthy food options, both within the community and in schools. Organizations may **propose programs to provide nutrition education and/or incentives to purchase healthy food**. They may also build off of existing programs to expand the number of corner stores that sell healthy food items. Organizations may also propose programs that seek to promote existing food resources and programs.

Youth Development

They CYAC also identified youth development as one of their priorities for supporting a healthier Camden. **There is a lot of talent in Camden, especially among the city's young people**; however Camden's youth aren't always given the opportunities to grow and develop their talents. We believe that supporting Camden's youth, especially in early childhood, will lead to better health outcomes. Numerous studies have shown that most of a person's brain development happens in the first three years of their life and that **nurturing and stimulating a child during this time can have long-term impacts on their employment, income, and health later in life**.¹ We know many organizations are working to support early childhood development in Camden and we want to support the expansion of these efforts. We also know that as youth move from middle school into high school and beyond, increased support can help keep students on a path to success. We are interested in supporting a wide range of youth development activities, including:

- Providing opportunities for youth to engage with and/or be active with their families;
- Mentoring and tutoring;
- Teaching life skills such as personal finance and budgeting; and
- Supporting the development of talents such as arts, sports, and additional academic pursuits.

Promoting a Positive View of Camden

The CYAC recognizes that many individuals, both inside and outside of the city, have a negative view of Camden. The story of a city plagued by violence may be the only one they hear. The negative images of Camden that the media perpetuates can lead to a sense of hopelessness, especially among Camden's youth. As young people who have grown up in Camden, the CYAC knows that this is not Camden's true story. We want people to see what we see—communities where people care about one another, where young people have bright futures. **We want to highlight the resilient spirit of Camden and all the good that is already happening. We want to showcase Camden's**

¹ Unicef, "Why Early Childhood Development," July 26, 2013, www.unicef.org/earlychildhood/index_40748.html.

attractions and highlight why it's not only a great place to live but also a nice place to visit. As part of this grant opportunity, we are looking to fund organizations that are promoting a positive view of Camden, either among residents or to visitors. Organizations may do this in a number of ways, such as through community engagement efforts or improvements to Camden's physical environment.

While the paragraphs above provide detail on the CYAC's priorities and list various types of projects that may be eligible for funding, these lists are not comprehensive. Applicants are welcome to suggest other projects provided that they support at least one of the identified priorities.

Evaluation Criteria

An evaluation committee consisting of CYAC members, CYAC sponsors, and DVRPC staff will evaluate each proposal, properly submitted, and provide scoring based on the points assigned to each application questions (totaling to 100). The evaluation committee will rank projects and award funding based on consensus. Award letters will be sent out for grantees and formally accept the application. The letter will outline the basic agreement of the project scope of work and the budget.

Application Questions

Applicants should respond to each of the following questions. Please limit your response to no more than two pages, excluding the budget, which should be submitted as a [separate Excel file](#). Applications should be sent to **health@dvrpc.org** by **10am on Wednesday, March 17, 2021**.

Applicant Information

1. Name of Organization
2. Address:
3. Type of Organization (*circle one*):
 - a. Nonprofit
 - b. Government
 - c. School or other education facility
 - d. Private company
 - e. Other
4. Primary contact name, title, email address, and phone number

About the Project/Program

5. Describe your project/program in detail. Explain how the project/program will address at least one of the identified priorities. (35 points)
6. What are the goals and outcomes of your project/program? What does success look like for this project/program? Please be as specific as possible. (25 points)
7. Will the community be involved in the project? If so, please describe the community you plan to engage and how you plan to engage them. (5 points)
8. Please provide a brief outline and timeline of the project/program. (5 points)
9. Will your project/program continue beyond the duration of the grant? If so, how do you plan to sustain the work into the future? (10 points)
10. Please complete the attached budget form in Excel. As noted on page 2, applicants should provide a proposed budget for a \$5,000 grant award. If applicants have additional services that they would like to provide above \$5,000, please provide an additional budget up to \$10,000. (5 points)

About the Applicant

13. Please provide a brief description of the organization and the capacity it has to accomplish the project. (15 points)

By signing this application, I certify that the information contained in this application is correct to the best of my knowledge and confirm that in order to be eligible for this grant all grantee requirements will be met.

Signature: _____ Date: _____



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