



community food centres
CANADA good food is just the beginning

FOODFIT GRANT GUIDELINES

BACKGROUND

We are pleased to announce the fifth annual FoodFit Grants. [FoodFit](#) is a CFCC program designed to bring low-income community members together in fun and informative weekly sessions to raise awareness, build skills, and find motivation to make simple, healthy changes they can live with, given their current reality. The goal of the FoodFit program is to empower community members to be the healthiest they can be — through better nourishment, increased activity and social connections, and with an improved ability to make lasting change towards living a healthier lifestyle.



The 2020 FoodFit Grant stream will support six new organizations committed to one year of program delivery. Over six rounds of 12-week sessions, successful applicants will use the program curriculum to engage adults or youth in a variety of activities related to food skills, nutrition knowledge, and physical activity. As the numbers of successful participants grow, FoodFit alumni programs will offer graduates the opportunity for ongoing programming and social supports towards maintaining a healthy lifestyle. A facilitator dedicated to implementing FoodFit will be hired by the grantee organizations to deliver the program. Part of their role will be to provide feedback and input for program improvements throughout the granting term.

FoodFit grants offer a combination of **funding and CFCC support**. Successful applicants will receive \$25,000. Each grantee will receive the FoodFit curriculum, recipes, facilitator training, evaluation tools and consultation as needed from CFCC's FoodFit Special Project Manager, FoodFit Trainer, and Evaluation Consultant as well as an opportunity to meet other grantees at the annual FoodFit Facilitator Retreat.

FoodFit Grants Breakdown

Number of grants available: 6

Amount of each grant: \$25,000

Term of grant: 1 year (April 1, 2020 to March 31, 2021)

ORGANIZATION ELIGIBILITY

To be eligible for a FoodFit Grant, your organization must:

- Be a registered Canadian charity or other [qualified donee](#)*;
- Be aligned philosophically with CFCC's [Good Food Principles](#) **;
- Be an established organization (operating for 3+ years);
- Have a public health inspected kitchen that can accommodate up to 18 people;
- Be committed to delivering the program as it is structured including all program evaluation components;
- Be able and committed to deliver the FoodFit program to at least 72 unique participants, as well as serving FoodFit alumni (via 1-2 sessions for 10-20 participants per session), through a drop-in program, over the 1 year;
- Be committed to working collaboratively with CFCC (e.g. bi-weekly meetings, listserv communications);
- Be willing to share the knowledge learned from the grant to other granting partners, Good Food Organizations and Community Food Centres; and
- Be willing to share stories, pictures and other media with CFCC, which may be used in communication materials to funders and supporters.

**Community Food Centres Canada will consider not-for-profit organizations whose application for funding is facilitated through a registered Canadian charity (i.e. a registered charity acts as a trustee for the project and flow the grant funds through to the not-for-profit organizations).*

*** Priority will be given to current members of CFCC's [Good Food Organizations](#) program.*

THE FOODFIT PROGRAM

Please read the following carefully so that you have a clear sense of the program and the commitment involved in offering the FoodFit program.

The FoodFit program was developed by a medical doctor with special interests in preventative care and chronic disease management, informed by dietitians, nutritionists, CFCC senior programs and research/evaluation staff, CFC program coordinators, and guided by CFCC's "Good Food Principles" and "Good Food Rules!". The FoodFit Program was initially piloted at two Community Food Centres in 2014. The results proved that the program was creating significant positive change in FoodFit participants and, with feedback from FoodFit alumni and the FoodFit facilitators, the program was modified and improved. Thanks to a five year grant from the Public Health Agency of Canada's (PHAC) Multisectoral Partnership Grants Program and matched funding from FoodFit supporters, we have been able to create this granting stream for Community Food Centres and CFCC partner organizations. The grant was launched in 2016 and since then 25 organizations across Canada have been brought on for two years of FoodFit programming.

The FoodFit program has curricula geared to adult participants and to youth participants (age 12-17) (see Appendix A for curriculum overview). The program is delivered by a trained facilitator over 12 weeks (13 weeks with Orientation session) to groups of 10 to 15 participants. Each program requires one to two program volunteers (ideally people who have graduated from preceding programs). The program can be run as a mid-day lunch program or an after school/early evening dinner program. Participants gather once a week with each program session being three hours in duration, involving

three key activities: a healthy eating or physical activity knowledge module, a 30-minute group physical activity, and a cooking skills session wrapping up with a shared group meal. The curriculum has been designed to raise participants' awareness and knowledge of basic nutrition and activity principles to make common-sense, sustainable choices for a healthier lifestyle, and to foster social connections to feel supported and motivated to accomplish their health goals.

FoodFit is intended for people living on a low-income, and despite the fact that the program cannot remove all the barriers to change created by poverty, people are selected on the basis that they are both motivated to change and are in a position to make some positive change in their lives (e.g. in stable housing, with adequate equipment to cook). The emphasis in the program is helping people to make sustainable health changes. This is done in a way that encourages being mindful of and celebrating the improvements in how they feel, and with some health markers that can indicate positive change. While some may set weight loss as a personal goal, FoodFit is not designed as a weight loss program.

In the **Adult** program, participants work with the facilitator through an intake process or an orientation session prior to starting the program. This involves signing a waiver, a pledge of commitment, tracking daily fruit and vegetable consumption and daily steps, taking biometric measurements (voluntary), completing a pre-program survey (assisted if required), and introducing individual goal setting. Participants are encouraged to monitor their actions and reflections on weekly physical activity, healthy eating practices, and social connectedness in their FoodFit journal. At the end of the program, participants complete an end-program survey, track their daily fruit and vegetable consumption and daily steps, and take their biometric measurements. Once a year, after completing the FoodFit program, participants are asked to complete a post-program follow-up survey.

The **Youth** program aims to provide an opportunity for participants to learn about healthy lifestyles and develop their confidence and capacity to develop positive lifelong skills and habits. Similar to the adult program, the youth program touches on key health themes, but also discusses the topic of healthy movement patterns and healthy bodies. Prior to offering a youth program partner sites must offer 2 cycles of the adult program unless otherwise discussed with CFCC.

For participants who have completed the FoodFit program, as a way to help them sustain connections to other participants and to create touch points to support sustainable change, facilitators are required to offer FoodFit Alumni groups. The three hour Alumni class is designed to build upon the FoodFit health messaging and offer additional nutrition or healthy/wellness knowledge, a 30 minute group physical activity, meal preparation, and sharing.

The FoodFit approach is based on the principles of motivational interviewing — that is to elicit participants' own motivation for change — and “nudge theories” that attempt to move people from their current attitudes and circumstances towards realistic, sustainable, healthier behaviours. Elements of the Stages of Change Model, Social Cognitive Theory, and Social Ecological Model of behaviour change theory have informed the program development including: participants assessing their readiness for change (“healthier choices I can live with” activity, wellness pledge); experiential learning (cooking skills exercises, label reading); role modelling (participants returning as volunteers); observational learning (food demonstrations); goal setting (group and individual goal setting); reinforcement (serving a “healthy plate” at meal sharing); self-monitoring (step counts, fruit and veg counts, journals); social networking/community connections (FoodFit alumni participating in community events, lasting friendships made, referrals to CFC Community Advocates, or community programs); organizational level ethos (Good Food Principles and Good Food Rules!).

REQUIREMENTS FOR SUCCESSFUL FOODFIT PROGRAMS

FoodFit Facilitator: The ideal FoodFit facilitator should be very comfortable running a kitchen, have some background in nutrition and/or food skills programming and food safety, have experience with delivering community-based group programs, be comfortable with basic office computer programs, and be supportive of program evaluation and reporting. Above all, they must have excellent motivational skills reflecting a non-judgmental approach, a strong respect for participants and an approach that equally understands barriers to change while inspiring people to get outside their comfort zone and make the changes that they can.

While CFCC welcomes ideas for innovation and feedback to inform future programming, we prefer if organizations commit to deliver the FoodFit program as it is currently constructed. The facilitator may be existing staff or hired on contract for the duration of the project. If they are existing staff, we will ask for demonstration that they have the skills, interests, competencies and aptitudes for the program, and that their time has been adequately freed up for the necessary hours. Ideally, the same facilitator will deliver all of the program sessions over the one-year project.

A draft FoodFit Facilitator job description can be found in Appendix B.

Participant Recruitment: The ideal FoodFit participant should be motivated and able to make personal changes around healthier eating and physical activity and committed to participating in all aspects of the FoodFit program for the duration of the 12-week program. They should be willing to work as a team, be accepting and supportive of their fellow community members, and open to trying new foods and activities. Participants should understand the importance of program evaluation and self-monitoring to capture personal changes throughout the program. FoodFit participants can be recruited from your existing programs, if they have not already completed the FoodFit program, or referred/recruited through other community partners. We aim to reach ~80% low-income participants, using recruitment methods to execute this rather than means testing. For the project, your organization will need to recruit a minimum of 72 unique participants from your community, plus hold a minimum of 1 alumni program session over the year. Recruitment materials will be provided and organizations are encouraged to seek referrals from other health and service providers in your area.

MONITORING AND EVALUATION REQUIREMENT

CFCC has staff designated to supporting, collecting and analyzing monitoring and evaluation data for the duration of the FoodFit project. Tracking participant numbers, meeting unique participant targets, and measuring participant outcomes with pre/post and annual evaluation tools is a key requirement of the FoodFit program. The role of the facilitator is to collect evaluation material to send to CFCC's evaluation consultant. All data will be compiled and analyzed for reporting – the data collected will be shared back to partner sites once analysis is completed and anonymized on an annual basis. Evaluation results help us continue to improve the program and prove that it is meeting the primary objectives of helping FoodFit participants gain the skills, knowledge, confidence and social support needed to live a healthier lifestyle. Meeting program participant targets and reporting on participant outcomes is a crucial condition of the funding partnership with PHAC.

EXPENDITURES

There is some flexibility in the formulation of the budget, but given the grant deliverables, budgets tend to be similar (sample is available in Appendix C).

If the facilitator is an existing staff person, this is acceptable as long as their position is either expanded or backfilled with another person to free up their time, thus the budget should reflect facilitator costs. Facilitators are expected to work 20 hours per week, though allocation to the program may fluctuate over the course of the year depending on program rhythms.

You will receive training, printed program manuals for the facilitator, electronic manuals for participants, and medical grade pedometers for all participants. Funds for food, additional materials/equipment (including purchasing or getting access to a blood pressure monitoring device, printing of participant manuals and recruitment materials) will need to be budgeted from the grant or other funds. A rough rule of thumb for food budgeting would be \$90 per group session, though this may be affected by a variety of factors, such as how many staples need to be purchased and where you source your food. Dependents on your geographical location and program plan it may be important to include mileage coverage and travel time for sites in rural settings.

Although grant funds will not be provided until the grant start date of April 2020, the FoodFit Facilitators will need to be hired on and actively participate in the pre-program training sessions provided by CFCC in March - see **Deadlines** for timelines. It is the site's responsibility to coordinate these logistics for their staff.

TIMING AND DELIVERABLES

To meet the minimum specifications for participants impacted, generally the goal will be to operate 6 x 12 week sessions (with two running concurrently) over the course of the year (each with 12+ participants), reaching up to 90 unique participants. As people start to graduate, and a critical mass of graduates emerge, a monthly alumni session should be established. These sessions should reach repeat participants— a reasonable goal would be to offer 2 alumni sessions in the year, each reaching 10-20 people per session.

Your circumstances and timelines may be impacted by your local situation, but we suggest the following start-up timelines in order to be able to meet the deliverables within the timeframe:

March 1st: Facilitator is in place – become acquainted with role and curriculum. If a new staff member is hired for the Facilitator role, the site will need to provide any additional organizational orientation. Program outreach and participant recruitment will need to begin as to have first group ready to go in April.

Early to mid-March: Facilitator is trained by CFCC FoodFit program staff via online training modules and 2 conference calls.

Mid - late March (tentative 19th -21st): Three day FoodFit Retreat in Toronto – cost of travel and accommodations covered by CFCC.

April: fund transfer from CFCC to partner organization. First 12-week program launches.

Subsequent rounds can start as you determine. Below is a sample of how other granting sites have run their programs.

Sample of Program Flow

| | # Programs | Unique Participants | Session Total |
|----------------|-------------|----------------------|---------------|
| YEAR 1 | | | |
| Spring/ Summer | 2 | 12 – 15 /program | 24 – 30 |
| Fall | 2 | 12 – 15 /program | 24 – 30 |
| Winter | 2 + Alumni* | 12 – 15 /program | 24 – 30 |
| | | | |
| | | PROGRAM TOTAL | 72-90 |

*Alumni groups can begin after you have about 40 graduates (or when demand is high enough). Alumni participants are **not** included in the unique participant total.

When developing organizational program schedule please indicate the tentative start dates (dd/mm/yyyy).

HOW THE GRANTS WORK

As previously mentioned, the FoodFit Grants are a combination of both funds and support from CFCC staff. Specifically, successful applicants will be awarded \$25,000. Any expenses incurred through the Facilitator training in March, prior to the April grant start date, can be claimed.

Successful applicants/grantee organizations, once notified, will be required to sign a grant partnership agreement with CFCC. A copy of the grant partnership agreement can be requested for review at any time from CFCC’s Special Project Manager – FoodFit (see contact information below).

The level of support offered by CFCC will be based on needs and availability, but at a minimum successful applicants should expect bi-weekly telephone meetings with CFCC for the first three months of the grant and then monthly thereafter. These meetings are intended to offer an opportunity to troubleshoot issues arising in the program delivery and to share how things are progressing. CFCC is also interested in sharing lessons learned with other current and future grantees.

Grantee organizations will be provided with job descriptions for FoodFit Facilitators and FoodFit Volunteers as well as recruitment materials directed at potential program participants and/or referral service agencies in your community. While CFCC will not be directly involved with hiring FoodFit Facilitators, interview questions will be provided to grantee organizations upon request.

All grantees will be expected to track participant numbers through an online program, implement and submit all participant program evaluation materials in a timely manner, and complete the Final Project Report. This will involve sharing key lessons learned and helping CFCC better understand the value of this kind of program and grant and whether or not they should be offered in the future.

DEADLINES

Please see below for a list of important dates. Applications will not be accepted after the deadline.

| Activity | Expected delivery date |
|--------------------------------|--|
| Launch grant round | Monday, October 21, 2019 |
| Proposals due | Friday, December 20, 2019 @ 11:59 pm EST |
| Successful Grantees notified * | Wednesday, January 22, 2020 |
| FoodFit facilitator hired | Early March 2020 |
| Online Training Modules | Early to mid-March 2020 |
| FoodFit Retreat | March 19-21, 2020 *tentative |
| Launch of FoodFit program | April 2020 |

*Applicants may be contacted by CFCC at any time before January 22nd to clarify any questions around application materials or for more information.

CONTACT INFORMATION

We strongly encourage applicants to contact CFCC staff to discuss your eligibility. Our staff can provide advice and guidance to assist groups in preparation for a successful FoodFit grant application. Please contact:

Trista Chan, Special Project Manager – FoodFit
Community Food Centres Canada
trista@cfccanada.ca

APPLICATION

To be considered for a FoodFit Grant, organizations must submit an application package by Friday, December 20, 2019 at 11:59pm EST. Applications received after that date will not be considered.

To submit an application, create an account on <https://cfccanada.smapply.ca/prog/> and complete the FoodFit eligibility form. If eligible, you will receive an email directing you to the next steps:

1. Application questions
2. Upload program schedule (see sample “program flow”)
3. Upload program budget (see Appendix C)

*You will be able to save and exit at any time

Appendix A

FOODFIT CURRICULUM

| Week | Topic |
|-------------|---|
| Pre program | Intake interviews and or Orientation session |
| 1 | Introduction to FoodFit: distribution of program manuals, journaling, physical activities introduction, knife skills demonstrations. |
| 2 | Healthy Eating: discussion of whole foods and processed foods, what a healthy plate looks like, practice at-home strength exercises, healthy choices you can live with, group goal setting. |
| 3 | Sweet Treats: discovering sugar contents of common foods, cutting back on hidden and added sugars. |
| 4 | Simple Salads: making more vegetables and fruit a habit, “beneficial” foods, making salads and homemade salad dressings. |
| 5 | Protein Choices: the importance of healthy protein, cooking meat, legumes and bean dishes. |
| 6 | Whole Grains: discovering whole grains, making half of your daily grains whole grains. |
| 7 | Soups and Stews: tips on making one-pot meals, building a pantry, food storage guidelines, making a basic soup stock from scratch. |
| 8 | Shop Smart: grocery store tour, reading nutrition labels, how to make wraps and healthy fillings. |
| 9 | Recipe Makeover: healthy recipe makeovers, healthy substitution activity. |
| 10 | Breakfast Solutions: healthy breakfast options not to be skipped, how to make smoothies. |
| 11 | Growing Herbs: flavouring with herbs instead of salt, hidden salt activity, growing your own herbs at home. |
| 12 | FoodFit Wrap Up: improvising meals with a mystery ingredient box and sharing the creative results for the FoodFit graduation meal. |

FOODFIT YOUTH CURRICULUM

| Week | Topic |
|------|---|
| 1 | Introduction to FoodFit Youth: discussion of program, expectations, knife skills demonstrations. |
| 2 | Healthy Eating: discussion of whole foods and processed foods, Canada’s Food Guide snapshot, healthier choices you can live with. |
| 3 | Sweat, Step, Sleep and Sit: Review ParticipACTION 24 hour movement guidelines, healthier choices you can live with. |
| 4 | Sweet Treats: discovering sugar contents of common foods, cutting back on hidden and added sugars. |
| 5 | Simple Salads: making more vegetables and fruit a habit, “beneficial” foods, making salads and homemade salad dressings. |

| | |
|----|---|
| 6 | Protein Choices: the importance of healthy protein, cooking meat, legumes and bean dishes. |
| 7 | Whole Grains: discovering whole grains, making half of your daily grains whole grains. |
| 8 | Recipe Makeover: healthy recipe makeovers, healthy substitution activity. |
| 9 | Breakfast Solutions: healthy breakfast options not to be skipped, how to make smoothies. |
| 10 | Shop Smart: reading nutrition labels, simple lunch ideas. |
| 11 | Self Esteem and Healthy Bodies: recognizing societal body ideals and media manipulation, improving self esteem through self-care techniques and reframing messages. |
| 12 | FoodFit Wrap Up: improvising meals with a mystery ingredient box and sharing the creative results for the FoodFit graduation meal or family meal. |

Appendix B

FOODFIT FACILITATOR JOB POSTING

We are looking for a highly-motivated and effective person to join our tightly-knit, collaborative team. We need someone who is in equal part excited by the big picture vision of what we are doing and by the details of what is required to make it happen — an idealist and a pragmatist. This person will be primarily responsible for the planning and delivery of the FoodFit program but also liaise with the FoodFit team at Community Food Centres Canada (CFCC).

The ideal candidate should be very comfortable running a kitchen, have some background in nutrition and/or food skills programming and food safety, have experience with delivering community-based group programs, be comfortable with basic office computer programs, be supportive of program evaluation and reporting, and, above all, have excellent motivational skills. Innovation and flexibility are important traits that can contribute to program success and improvements, but facilitators should commit to deliver the FoodFit program as directed.

Responsibilities

- Recruit and intake FoodFit participants
- Fulfill FoodFit grant reporting requirements
- Deliver ready-made 12 week program focused on increasing healthier food and exercise knowledge, engaging participants in a 30 minute walk or other physical activity, teaching food skills and recipes to prepare weekly snacks and meals, overseeing food safety in a busy kitchen
- Recruit and manage program volunteers
- Contribute to program improvements based on your experience and participant feedback
- Seek out suitable community partners to support program delivery (e.g. yoga or tai chi instructors, nurse or nursing students to take vitals with participants, etc.)
- Motivate participants to achieve success in the program

Qualifications

- 2+ years of experience in any area of nutrition, public health, food skills, kitchen management, social program delivery, personal training
- Knowledge of community-based food programs and understanding of hunger/poverty/food system issues
- Knowledge of the link between food, physical activity and physical/mental health outcomes
- Experience with working with low-income community members an asset
- Excellent communication and leadership skills

Contract: [insert contract time as determined in program plan/budget]

Compensation: [insert hourly wage here]

Please email your cover letter and resume to [\[insert email here\]](#) by **[insert deadline here]**. Specify FoodFit Program Facilitator in the subject line. Feel free to contact **[insert contact name]** at **[insert phone/extension]** with any questions pertaining to this job posting.

Appendix C

FOODFIT SAMPLE BUDGET

Below is a sample of how funds could be allocated to achieve program and grant deliverables. The budget will be affected by a variety of factors at your organization (such as staffing, food procurement, etc.) so please develop budget accordingly.

| Project Expenses | | Year 1 (\$25,000) | |
|--------------------------------|---|-------------------|---------|
| Item | Description | Cash | In Kind |
| Staffing | FoodFit Facilitator wage \$18-21/hr Year 1: 2.5 days/week (20hrs) x 48weeks | \$18,240 | |
| Food costs | Average \$90/class Year 1 Total: 12 weeks x 6 sessions + 2 alumni | \$6660 | |
| Advertising and print media | | \$350 | |
| Miscellaneous course costs | Blood pressure monitor, cooking equipment | \$150 | |
| Other: | Program Coordinator/ Supervisor, Facility costs, Accounting, General Administration* | | * |
| | | | |
| GRANT TOTAL | | \$25,400 | |
| TOTAL | | | |

*Core administrative and operating costs should be covered as in-kind contributions.