



community food centres
CANADA good food is just the beginning

FOODFIT GRANT GUIDELINES

BACKGROUND

We are pleased to announce the third 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 2018 FoodFit Grant stream will support four new organizations committed to two years of program delivery. Over eight 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 \$40,000 over two years (\$25,000 in year one and \$15,000 in year two). Each grantee will receive FoodFit curriculum, recipes, facilitator training, evaluation tools and consultation as needed from CFCC's Health Promotion Manager, FoodFit Trainer, and Evaluation Consultant as well as an opportunity to meet other grantees at the annual CFCC Food Summit.

FoodFit Grants Breakdown

Number of grants available: 4

Amount of each grant: \$40,000 (\$25,000 to be spent in year 1, \$15,000 to be spent in year 2)

Term of grant: 2 year (April 1, 2018 to March 31, 2020)

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;
- Be able and committed to deliver the FoodFit program to at least 110 unique participants, as well as serving FoodFit alumni (via 16-20 sessions for 10-20 participants per session), through a drop-in program, over the 2 years ***;
- 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.*

**** If you feel that the size of your organization or community would make it difficult to fulfill the participant target numbers for the FoodFit program, please contact CFCC to discuss the potential of a "half-grant" partnership.*

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 matching 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 15 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 13-19) (see Appendix 1 for curriculum overview). The program is delivered by a trained facilitator over 12 weeks 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 three hours in duration, involving three key activities: a 30 minute group physical activity, a healthy-eating or physical activity knowledge module, 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 the way they feel and in some of the health markers that can indicate 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 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 lifestyle and develop their confidence and capacity to develop positive lifelong skills and habits. The program touches on key health themes like in the adult program but also discusses the topic of healthy movement patterns and self-esteem.

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 encouraged to offer monthly FoodFit Alumni group. The three hour Alumni class is designed to build upon the FoodFit health messaging and offer additional nutrition 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 where their current attitudes and circumstances place them towards realistic, sustainable healthier behaviours. Elements of the Stages of Change Model, Cognitive Change Theory, and Social Ecological Model of behaviour change theory have informed the program development including: participants assessing their readiness for change (“healthier changes 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); 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, 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 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 two-year project.

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 110 unique participants from your community, plus hold a minimum of 16 alumni program sessions over the two years. 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. 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. Because of the importance of delivering the program to a minimum number of participants and collecting evaluation materials from all participants, release of second year funding is conditional on monitoring and evaluation compliance in the first year of program.

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 2).

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 in year 1 and 10 hours per week in year 2, 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 for from the grant or other funds. A rough rule of thumb for food budgeting would be \$80 per group session, though this may be affected by a variety of factors at your end, such as how many staples need to be purchased and where you source your food.

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 first year (each with 12+ participants), reaching up to 90 unique participants in year one. 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 4-6 alumni sessions in year one, each reaching 10-20 people per session.

In year two, assuming that the grant remains the only source of funding, the program will be scaled back to fewer sessions with the expectation of reaching up to an additional 30 unique participants by operating 2 x 12 week sessions, and offering 12 alumni sessions.

Given that years run into each other, you may find it is easier to look at and plan over the course of two years. If your budget realities allow it, you can also add together the target numbers and plan that way: i.e. 110-135 attendees over two years as unique participants in 12-week sessions; and additional repeat alumni participants (counted as “program sessions” vs. unique individuals). Though funds will be distributed as \$25K for year one and \$15K for year two, how you allocate the funds/roll-out of sessions may be determined according to your internal timing, staffing realities and cash flow.

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.

Early March: Facilitator is in place – become acquainted with role and curriculum. Begin program outreach so as to have first group ready to go in mid- April

Mid to late March (TBC): Facilitator is trained by CFCC FoodFit program staff

April: 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
		YEAR 1 TOTAL	72 – 90
YEAR 2			
Spring/Summer	1 + Alumni	12 – 15/program	12 – 15
Fall	1 + Alumni	12 – 15/program	12 – 15
Winter	Alumni		
		YEAR 2 TOTAL	24 – 30
		PROGRAM TOTAL	110 – 130

*Alumni groups could begin after you have 40 or so 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 \$40,000 (\$25,000 in year 1, \$15,000 in year 2).

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 Health Promotion Manager (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.

All grantees will be expected to track participant numbers and attendance through an online program, implement and submit all participant program evaluation materials in a timely manner as well as First Annual and 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.

<u>Activity</u>	<u>Expected delivery date</u>
Launch grant round	on Wednesday, November 8 th , 2017
Proposals due	on Thursday, December 21, 2017
Decisions	by Friday, January 19, 2018
FoodFit facilitator hired	by early March 2018
Training webinar	late March 2018
Launch of FoodFit program	in April 2018

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:

Alissa Vieth, Health Promotion Manager
Community Food Centres Canada
alissa@cfccanada.ca
416-531-8826 ext. 265

PROPOSAL

To be considered for a FoodFit Grant, eligible organizations must submit a proposal by Thursday, December 21st, 2017. Anything received after that date will not be considered.

When submitting a proposal:

1. Download and thoroughly review the FoodFit Grant Guidelines.
2. Download, complete and submit the FoodFit Grant Application.

Submit complete FoodFit Grant application no later than Thursday, December 21st, 2017 to foodfit@cfccanada.ca.

APPENDIX 1

FOODFIT CURRICULUM

Week	Topic
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, what a healthy plate looks like, healthy 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.
11	Self Esteem: What is self-esteem? Why is it important to develop positive self-esteem?, discussion of signs of high and low self esteem
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 2

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, ect.) so please develop budget accordingly.

Project Expenses		Year 1 (\$25,000)		Year 2 (\$15,000)	
Item	Description	Cash	In Kind	Cash	In Kind
Staffing	FoodFit Facilitator wage \$18-21/hr Year 1: 2.5 days/week (20hours) x 46weeks Year 2: 1 day/ week (10hrs) x 46weeks	\$18400		\$9200	
Food costs	Average \$80/class Year 1 Total: 12 weeks x 6 sessions + 4-6 alumni Year 2 Total: 12 weeks x 2 sessions +12 alumni	\$6240		\$3840	
Advertising/ print media		\$200		\$100	
Miscellaneous course costs	Blood pressure monitor, cooking equipment	\$100			
Other:	Program Coordinator/ Supervisor, Facility costs, Accounting, General Administration*		*		*
TOTAL		\$24,940		\$13,040	

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