



Program Description

**Funding Opportunity for Programs
to Improve Nutrition Behaviors**

November 1, 2017

I. Program Overview & Eligible Applicants

The Ardmore Institute of Health (AIH) is seeking grant applicants among 501(c)(3) public charity organizations or subdivisions of federal, state, or local government for programs that improve nutrition behaviors among individuals that they serve. Applications are by invitation only. While applications from all locations will be considered, priority will be given to organizations located in Oklahoma and North Texas. Applications will be assessed on a competitive basis.

Proposed projects should be designed to increase the proportion of fruits, vegetables, beans, and 100% whole grains regularly consumed by program participants.

II. AIH Background

AIH is a 501(c)(3) non-profit organization domiciled in the state of Oklahoma, and recognized by the IRS as a Private Foundation. Formed in 1947 by Roy & Otey Johnson, AIH was brought into existence to support the promotion of healthy living practices as advocated by the Seventh-day Adventist Church.

Presently, AIH is pursuing this mission through multiple strategies related to the adoption of healthy eating and active living behaviors. One of these strategies is to improve health behaviors through funding projects that promote better nutrition.

III. Project Elements

Evaluation of projects proposed for funding will include the following elements:

- Likelihood of proposed intervention to prompt positive behavior change
- Length of time for which positive behavior change is sustained
- Appropriateness of proposed intervention for designated target group
- Potential for knowledge gained from program to leverage existing knowledge base in promoting better nutrition habits generally
- Number of participants impacted (minimum = 20)
- Capital efficiency (cost per person to conduct program)
- Proportion of total project cost requested from AIH

IV. Measurement

AIH strongly prefers that the efficacy of the program be demonstrated by pre- and post-intervention measurements, with at least 3 months elapsed time between the initial and final measurements. This is to establish the longevity of the program's impact, even if the program itself doesn't run for the full period of time between measurements.

At a minimum, applicants are requested to gather responses to the following questions about nutrition behaviors from program participants:

- How many servings of fruit (do not include fruit juice) did you consume per day in the last 2 weeks?
- How many servings of vegetables (do not include vegetable juice) did you consume per day in the last 2 weeks?
- How many servings of beans did you consume per day in the last 2 weeks?
- How many servings of 100% whole grains did you consume per day in the last 2 weeks?

Applicants may also propose additional, more robust measurement sets (e.g., biometrics, qualitative feedback about program effectiveness).

V. Full Plate Living

AIH operates a proprietary online platform for better nutrition called Full Plate Living (fullplateliving.org). This platform is based on the best-selling book *Full Plate Diet*, which was published in 2010.

Full Plate Living is designed to support individuals who want to improve their nutrition through the addition of natural, fiber-rich foods to the foods they already eat.

AIH encourages, but does not require, applicants to consider how existing Full Plate Living content might be helpful in conducting their proposed program. Full Plate Living content may be used as the entire proposed program, in conjunction with other program elements, or in a modified form to suit the characteristics of a particular target group.

VI. Budget

While total project cost amounts vary widely, the AIH portion of funding requests typically ranges from \$10,000 to \$60,000. In certain circumstances, proposals outside this range may be considered. AIH does not consider proposals with an indirect cost rate greater than 15%.

VII. Reporting Requirements

A final report will be required; interim reports are optional. The final report has two components, both of which are due three months after the Project End Date: a Final Report (long-form), and a Report Abstract (which will serve as an executive summary of the Final Report). The Report Abstract will be made public on a future-planned AIH website library of grant projects. The Final Report will not be made public. Report templates will be provided and will include:

- Number of people impacted
- Project overview – a description of the project activities
- Results – a description of the results achieved, including measurements
- Use of funds – by major category
- Key challenges
- Key learnings
- Recommendations for future projects

VIII. Application Process and Timing

AIH has three granting cycles each year (February, June, and October), and applications are by invitation only. Applications, final reports, and any other documents are submitted via an online grants process.

The application is released three months prior to a board meeting, and completed applications must be submitted approximately five weeks prior to the board meeting.

Application deadlines for 2018 are as follows:

- January 2 (for consideration on February 5)
- May 7 (for consideration on June 11)
- September 10 (for consideration on October 16)

IX. Contact Information

For more information or to request an application, please contact:

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