

Community Bike Challenge Grants Program for 2020

The Jeff Roth Cycling Foundation is awarding 6 grants, up to \$1000 each, statewide in conjunction with its 2020 Community Bike Club Challenge Program. Local bicycle clubs, community bicycle programs, and other not for profit and nonprofit organizations are encouraged to submit proposals for projects that promote bicycling as a safe and healthy form of recreation and transportation. Projects with potential for achieving community wide impact like encouragement of new cyclists of all age groups, safe cycling programs, promotion of cycling as family recreation, facilitating bicycle maintenance in underserved populations, education of law enforcement and judicial agencies on current bicycle-pedestrian legislation, etc. will receive greatest consideration for funding. The Jeff Roth Cycling Foundation only funds projects, programs, and organizations in the State of Tennessee. All grant requests must support a specific project or program. The Jeff Roth Cycling Foundation does not grant funds for organizational operating expenses like salary and overhead.

Qualifying Organizations: Eligibility is restricted to duly constituted bicycle clubs and community organizations resident in the State of Tennessee. Each club or organization must have elected officers, an executive board, or board of directors, charter and bylaws, organizational bank account, and Federal Tax ID number. Nonprofit 501(c) 3 status is desirable but not required.

Application Process

- 1 **Letter of Interest:** Interested applicants should submit an online letter of interest (LOI) through the Jeff Roth Cycling Foundation Website by **February 1, 2020**. LOIs will include basic information about the applying organization and contact person, as well as a brief overview of the project proposed for funding. Applying organizations are encouraged to demonstrate a track record of interest and accomplishment in the support of community bicycle initiatives. Clubs with emerging interest and dedication to the promotion of bicycle friendly activities and culture in their communities will be given full consideration.
- 2 **Full Application:** The full application will consist of 3 parts, (1) The Application, (2) The Budget Table and justification, and (3) Supporting letters from 3 persons designated as community stakeholders who are able to speak to the need, potential impact, and broad based-community support for the proposed project or program.

Interested applicants will complete and submit electronically the full project application available at the Foundation's website http://www.jeffrothcyclingfoundation.org/bike_grants.html by **March 15, 2020**. The submitted application will describe in narrative form, the project goals, objectives, and expected outcomes, the location and timeline for execution of the project, and a planned methodology for assessment and measurement of the project outcomes (project success: yes or no, increased bike ridership, etc.). All project/program proposals are expected to explicitly describe how the goals and objectives serve the broader

mission and goals of the Jeff Roth Cycling Foundation, www.jeffrothcyclingfoundation.org/.

The itemized budget will describe the total cost of the project or program and how the grant award is to be spent. It will differentiate between program costs for material purchases and durable supplies that will become property of the grantee (cones, traffic signs, obstacles, work stations, tools), expendable supplies that will become property of participants (helmets, blinkies, stickers), and expendable supplies used for the conduct of the project (water, snacks, chalk, registration forms, etc.). It is important that each budget also describe and include the availability of additional funding support leveraged for successful execution of the project or program either by match, and/or donations of cash, or in-kind donations of durable goods, labor, and expertise. Expenditures for meals, overnight accommodations, transportation, media support, and labor costs associated with site set-up, processing donated helmets, stuffing goodie bags, etc. are generally not reimbursable from the Foundation award, but the monetary value of these goods and services should be captured under matching support.

Supporting letters from 3 community spokespersons will complete the application package. The letters should demonstrate local need for the proposed project, its potential for having a positive and measurable impact in the lives of local stakeholders, and its broad base of support in the community. The letters can originate either from private citizens or government officials. Ideally, proposed projects and programs will demonstrate the mutually beneficial and cooperative relationship characteristic of government, non-government agencies, and community organizations working at the local grass-roots level. Grant applications lacking any of the 3 described elements (project description, budget, supporting letters) will not be considered eligible for evaluation until they are complete.

- 3 Review and Award:** Completed grant applications will be reviewed by the Jeff Roth Cycling Foundation Board of Directors within 3 weeks of the grant deadline (**March 15, 2020**). Each application will be evaluated based on the following criteria: (1) merit of the project/program objectives and their consistency with the Foundation mission and goals (2) demonstrated community need, (3) potential for fostering a bicycle friendly environment, and (4) evidence of broad-based community support in the form of supporting letters and leveraged community resources as described in the budget.

Awards will be announced **April 15, 2020**. Grantees will be required to sign and comply with an Award Contract that specifies how Foundation funds will be disbursed and expenditures reimbursed, a timeline for submission of progress and final reports, and an agreement to acknowledge the financial support of the Foundation in all media throughout

the conduct and execution of the funded project or program. All projects or programs will be funded for a one-year period beginning on the date of the signed and electronically returned Award Contract.

- 4 **Final report:** A final report upon completion of the project or program is required for all awardees. The final report should be three pages or less and include the following:
- Outcome: How the project or program goals were accomplished and a brief explanation of the assessment methods used.
 - Who participated: identify volunteers, supporters, businesses, other groups who helped make your project a reality, including any political support received
 - Benefits to the community, including economic impact if information is available
 - Impact on ridership in the community
 - Keys to success and lessons learned: help other clubs and organizations achieve success with what worked and what did not
 - Summary of media coverage
 - How Jeff Roth Cycling Foundation support was acknowledged

Examples of fundable projects or programs

The following list of fundable project or program ideas is neither exhaustive nor exclusive of the types of activities the Jeff Roth Cycling Foundation is interested in providing grant support for. Rather, these examples are provided to stimulate project and program proposals originating within local bicycle clubs, community bicycle programs, and other not for profit and nonprofit organizations across the State of Tennessee. *Interested local organizations are urged to communicate, cooperate, or partner with regional and statewide bicycle advocacy organizations* like Bike Walk Tennessee, Bike Walk Knoxville, Walk Bike Nashville, Bike-Walk Chattanooga, and Bike Walk Memphis for assistance in the identification of fundable-innovative project or program ideas and expertise in the completion and submission of their grant proposals.

- Cycling programs embedded in community-wide health/wellness goals & initiatives for youth, adults & families
- Bicycles, helmets, tools, and other accessories or equipment
- Community-wide bicycle events, clinics/classes, or bicycle rodeos
- Programs that transform city streets for encouragement of bicycle and pedestrian activity, such as Ciclovías or Open Streets Days
- Bike recycling, repair, or earn-a-bike programs
- Initiatives designed to increase ridership or the investment in bicycle infrastructure
- Educational programs for youth, adults, and law enforcement
- Safe Routes to School activities.