

Champions for a Healthy Campus – Proposal Guide

Getting Started

Does your team have an idea to help create a healthy campus community at the University of Calgary? We want to hear your ideas! Champions for a Healthy Campus is a campus challenge where students work together in teams to propose ideas for a healthier University of Calgary. Four winning ideas will be awarded up to \$5000 each, for implementation on campus for the 2019-2020 school year.

To help you get started on how you would go about putting your idea into action, we have put together this step-by-step proposal guide for you to complete.

This proposal guide has 9 sections that you must read and complete:

1. Application/project information
2. Applicant acknowledgements
3. Project overview, campus relevance, and project partnerships
4. Project activities and timelines
5. Project budget
6. Impact and evaluation
7. Sustainability
8. Feasibility
9. Creative work and additional submissions

Please complete all sections, as only completed applications will be considered. Please keep in mind that your proposal will be evaluated based on the quality of your responses versus the quantity of information provided. Any quotations or referenced data from existing sources must be properly cited. You may use any citation format, as long as it is consistent.

If you have any questions or concerns about your proposal, please feel free to contact us. We wish you the best of luck in the Champions for a Healthy Campus challenge.

Russell Thomson
Health Promotion Coordinator
Campus Community Hub
Student Wellness Services
403.220.3075
russell.thomson@ucalgary.ca

Section 1: Applicant/Project Information

Project Title:		
Project Team Lead		
Full Name:		
UCID:		
Email Address:		
Phone #:		
Other Team Members		
<i>Full Name</i>	<i>UCID</i>	<i>Email Address</i>

Section 2: Applicant Acknowledgments

If your application is successful, you agree to (please indicate your agreement by checking all of the following items):

- Provide the Health Promotion Coordinator, Student Wellness Services with a brief financial report that verifies funds were expended solely for this project. You will contact the Health Promotion Coordinator at the Campus Community Hub to request approval if there are any changes to the project before they occur. Any unspent funds associated with this application will be returned to the Student Wellness Services. Any funds that are expended above and beyond the \$5,000 will not be covered by the Student Wellness Services nor the University of Calgary and will be the responsibility of the students.
- Meet with the Health Promotion Coordinator mid-way through the project duration to share updates and access support as required.
- Provide Student Wellness Services with an **interim** and **final** report containing: testimonials from program participants/organizers, details about the project activities, number of participants, what was learned, a detailed financial report (including receipts and monthly bank statements), any associated evaluation results outlined in your proposal. The report will include up to 3 pictures capturing your event. Photo releases must be provided with all pictures giving the SU Wellness Centre permission to use them in print and online media in perpetuity (a photo release can be obtained from Russell).

Student Wellness Services

Provide a brief video interview to the SU Wellness Centre, which includes an explanation of the project and includes pictures and testimonials from participants/staff. The video will be edited by University of Calgary Marketing and Communications teams and posted on the Student Wellness Services website.

Acknowledge that this initiative is funded by Student Wellness Services at any events, or in any publications, reports, outreach, or marketing materials. The Champions for a Healthy Campus brand must be included in all marketing and promotions of the initiative.

Name (project team
lead):

Signature: _____

Date: _____

Section 3: Project Overview, Campus Relevance, and Project Partnerships

- A. Please provide a succinct overview (limit 250 words) of your project. Please discuss how your project supports student health and wellbeing and contributes to achieving your vision for a healthier campus community.

[Hint: Below are a few examples of potential project themes. You are not limited by these examples; we encourage you to think outside of the box and be as creative as you can!]

- *Developing a health campaign to promote healthier choices and behaviors*
- *Advocating for health promoting, built environments and spaces on campus.*
- *Developing an initiative that enhances a sense of community and social connectedness at the University of Calgary.*
- *Improving access to services, resources, and information that support student wellness.]*

NOTE: This information may be edited and showcased on the Student Wellness Services website.

- B. What is your target audience (e.g. entire campus community, undergraduate students, students living in residence, international students, your academic faculty or department, etc.)? Why have you chosen this target group? (Limit 200 words).
- C. There are many existing supportive resources, services, initiatives, and events on our campus. Please discuss how your project addresses a gap that has not been filled, or strengthens an existing asset (Limit 200 words). *[Hint: Please consider the originality of your idea]*
- D. Please consider possible partnerships and collaborations (on and/or off campus) for your project. Please explain why these partnerships are important for the success of your project. *[Hint: Health issues are often multi-factorial and complex, with many underlying causes. Partnerships enable health to move beyond traditional health roles and opens channels between groups and departments to work collaboratively to address health issues in an innovative way. In your project proposal, consider which individuals, groups, departments, etc. you want to partner with to strengthen the impact of your initiative.]* (Limit 200 words).

Student Wellness Services

- E. Creating sustainable change for a healthier campus at the University of Calgary requires the effort of an entire community. Please explain how your project will engage input and participation from students, faculty and/or staff in the various phases of your project planning and implementation (Limit 200 words).

Section 4: Project Activities & Timelines

Please list your various project activities including your anticipated timelines. For example, project activities/tasks may involve meeting with campus stakeholders and finding potential partners, securing a venue, promotions and marketing, etc. Please keep in mind important dates (e.g. your exam and assignment dates, other important events on campus, etc.) to plan your timeline accordingly.

You may choose to use the template below or you may create your own.

NOTE: Project funds will be dispersed before April 30, 2019 and must be expended by April 30, 2020.

Activities/Tasks	Implementation	
	Start	End
Activity 1: E.g. Promotions Item 1: Design posters Item 2: Print posters Item 3: Distribute posters		

Activity 2:		
Activity 3:		
Activity 4:		

Section 5: Project Budget

You may request up to \$5000 for your project idea. Some costs you may want to consider include booking space, advertising, guest speaker fees, and project running costs (catering, volunteer costs, printing, materials, etc.). This list is not exhaustive; please include items relevant to your unique project initiative. You may not exceed \$5000. You may use the template below, or create your own. If applicable, please indicate other funding sources to support your project.

Please note that project funds cannot be spent on:

- Salaries
- Equipment and supplies that are not considered reasonable for the project. A detailed budget will be reviewed by the selection committee and any equipment and supplies costs will be at the discretion of Student Wellness Services.
- **Certain services such as:**
 - o Alcohol
 - o Staff awards and recognition
 - o Professional training or development costs
 - o Insurance costs
 - o Monthly parking fees
 - o Monthly banking fees
 - o Clothing costs (unless directly associated with project, i.e., uniforms or promotional material)
 - o Patent expenses

*Note: If you are seeking funds for an existing student wellness initiative, please explain your reasons for requesting funding to support your work and also indicate other/previous funding sources for your project.

Student Wellness Services

Activities/Tasks Please include item descriptions below	Resources	
	Financial	In-kind
Activity 1 E.g. Marketing/Promotions Item 1: Design posters Item 2: Print posters Item 3: Distribute posters	\$0 \$100 \$20 (Pay Safewalk to distribute posters)	E.g. Assistance from Student Design Association to design posters
Activity 2 Item 1: Item 2:		
Activity 3 Item 1: Item 2:		
Activity 4 Item 1: Item 2:		
TOTAL EXPENSES		

Section 6: Impact & Evaluation

Collecting and measuring the outcomes of your project activities provides an opportunity to communicate the impact of your work to your funders, partners and project stakeholders.

- A. Specifically, what short and long-term goals do you hope to achieve as a result of your project? (Limit 100 words).

B. Please describe how you will monitor and assess the impact of your initiative. Please consider your project goals when answering this question. (For example, if your goal is to increase social connections on campus, how would you measure this?) (Limit 100 words).

C. Please indicate which tools you will use for your evaluation:

- Interviews
- Focus groups
- Observation
- Surveys
- Social media and other technologies
- Other, please specify:

Section 7: Sustainability

Consider the long-term continuity of the project. How will you ensure the continuity of your initiative even after funding has ended? *[Hint: Remember, sustainability has different components - sustaining awareness of the issue, sustaining project activities, sustaining partnerships, etc. Consider how you will ensure sustainability of your project in these various areas.]* (Limit 200 words).

Section 8: Project Feasibility

Please consider the feasibility of your project. Taking “a step back” from your project plan, what are your thoughts about the practicability of implementing your project? Do you think your timelines and budget make sense and fit with the scope of project activities? What kind of challenges do you think you may face when putting your plan into action? How would you address these challenges? Please discuss. (Limit 200 words).

Section 9: Creative Work and Additional Submissions

If you would like to include a creative piece (e.g. YouTube video, photography, etc.) relevant to your project, or any additional documents, please attach it to your proposal.