



WELLNESS EQUITY PROGRAM

CALFRESH HEALTHY LIVING PROJECTS

Application Deadline: March 18th, 2024

Please contact Allie McMullen at amcmullen@mhasd.org

Summary:

The Wellness Equity Program is funding community enrichment projects that increase the consumption, access, and security of healthy food and beverages, while also increasing physical activity in environments where people live, learn, and play. Recipients will serve communities that are SNAP participants and low-income individuals eligible to receive SNAP benefits or other means-tested Federal assistance programs, which means having a household income of less than or equal to 185% of the Federal Poverty Guidelines.

Examples of possible projects may include, but are not limited to:

- Making fresh produce more accessible
- Expanding or enhancing community gardens or local farms
- Increasing access to physical activity opportunities
- Helping kids have healthy, happy lifestyles
- Obesity prevention projects
- Affordable fitness classes
- Anything else your community may need that aligns with these goals

We are seeking projects that offer creative solutions to improve health equity, have a high community impact, promote healthy, active, and nourished lifestyles, and ideally, will be sustainable beyond the initial funding.

Background:

The County of San Diego Health and Human Services Agency (HHS) receives funding from United States Department of Agriculture's (USDA) SNAP-Ed, through the California Department of Public Health (CDPH) for CalFresh Healthy Living. The goal of the funding is to improve the likelihood that persons eligible for SNAP will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current DGA and the USDA food guidance.

The Wellness Equity Program, a program of PHS, in collaboration with Mental Health America of San Diego, will provide funding for selected grassroots community organizations to become subcontractors that focus on promoting healthy active, and nourished lifestyles. You can receive up to **\$25,000** to support your project or venture.



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You are a great fit for the Wellness Equity Program's Healthy Living Subcontractor Funding Program if you are:

- Based in San Diego County. Project serves eligible populations (described below)
- An integral part of your community in sharing knowledge and information relative to healthy living and increasing knowledge about well-being.
- Have a clear idea about a project that aligns with our program goals, and your organization is ready to act.
- Passionate about creating change in your community.

Subcontractor Funding Details:

Dates and Deadlines TBD

To apply, please submit one of the following ways:

1. Email application to amcmullen@mhasd.org
2. Mail to:
Mental Health America of San Diego
ATTN: Wellness Equity Program
4069 30th St, San Diego, CA 92104, USA

Application Process

All applications will be reviewed and evaluated by the Wellness Equity Program (WEP) Advisory Committee, facilitated by Mental Health America San Diego. Mental Health America San Diego (WEP) staff who have the final decision in the selection process.

Eligibility

- Project must be in San Diego County.
- Project must promote healthy, active, and nourished lifestyles in eligible communities.
- Applicants must have the ability to meet contract requirements, such as background checks, that are referenced in other terms and conditions.
- Project must serve **SNAP-Ed eligible individuals**, specifically SNAP participants and other low-income individuals who qualify to receive SNAP benefits or other means-tested Federal assistance programs. It also includes individuals residing in communities with a significant (50 percent or greater) low-income population. The term “**means-tested Federal assistance programs**” for the purposes of this Guidance is defined as Federal programs that require the income and/or assets of an individual or family to be at or below 185 percent of the Federal Poverty Level (FPL) to qualify for benefits. There may be additional eligibility requirements to receive these programs, which provide cash and noncash assistance to eligible individuals and families.

Use of Funds

- Funds may be used for business operating expenses of the program.
- Applicants should submit a detailed budget of the general operating expenses.
- Funding must be spent by May 21st, 2024.

Other Terms and Conditions

- Approved applicants will submit monthly progress reports to the WEP program coordinator.
- Approved applicants will be required to sign a Subcontractor Agreement with Mental Health America of San Diego (MHASD), which has terms and conditions prescribed by the San Diego County for Community-Directed Enrichment Projects to Address Health Disparities. (Appendix A, including Article 1, Performance of Work, sections 1.1-1.7).
- Must participate in a series of capacity building and organizational development workshops that will increase sustainability and provide leadership development.
- May have to attend a WEP Advisory Committee meeting to do a progress report or presentation on your funded project.
- For nutrition education provided under this contract, all curriculum and materials must come from approved sources such as the USDA SNAP-Ed Connection website or the NEOPB Approved Nutrition Education Materials list. You can access the SNAP-Ed Connection website at <https://snaped.fns.usda.gov/>.

Applicants may email amcmullen@mhasd.org or call her directly at (619) 727-3044 for any questions

Mental Health America of San Diego

Wellness Equity Program – CalFresh Healthy Living Projects - Subcontractor

Application

Organization/Group Name: _____

Address: _____

City/Zip: _____

Contact Person/Title: _____ **Phone:** _____

Email: _____ **Region of San Diego:** _____

Requested Amount (up to \$25,000): _____

Signature: _____

Project Name: _____

Proposal Summary: Please provide a brief description of the project you are seeking funding for:

PROPOSAL NARRATIVE

1. Briefly describe your group/organization and its mission.
2. Which community will this project serve (be specific and include any relevant demographic information regarding race/ethnicity, zip codes, etc.)?
3. What are the needs of your population and how will this project uniquely address them?



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4. Please describe why your organization would be best suited to implement this project.

5. Tell us what your organization views as the communities' strengths and challenges.

6. How will this project be increasing the consumption, access, and security of healthy food and beverages or increasing physical activity in environments where people live, learn, and play?

7. How will your organization's proposed project contribute to improving health and well-being in the community?
8. If the grant is awarded, what is your organization's plan to sustain the benefits of this project in the future?
9. Briefly share your program/organization's story through a video or audio storytelling (no longer than 2 min).

10. Budget - Please attach a proposed budget (1 page or less) indicating how the funds will be used.

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