This document will help address questions regarding the grant program available to schools participating in the Kids Heart Challenge and American Heart Challenge programs throughout the 2020-2021 school year.

SITE ACCESS & ADMINISTRATIVE QUESTIONS

1. What is the link to the grant website in order to apply for grants?
   
   https://ahaschoolgrant.fluxx.io/user_sessions/new
   
   Please note: The link for the site will be provided after the event has been marked as “completed.” Coordinators will receive an auto-responder message with the application link and their unique completion number needed to validate their grant request. This message will be generated after the school submits their thank you gift order within the online ordering system or sends their order through their local AHA Region office.

2. If I lose my completion ID, how can I get it resent?
   
   If you need to have your completion ID resent, kindly contact our team via email at kidsheartchallenge@heart.org or americanheartchallenge@heart.org or call 1-877-824-8531.

3. I forgot my username and/or password from last year. How do I retrieve my information?
   
   Please email us at kidsheartchallenge@heart.org or americanheartchallenge@heart.org with the following:
   
   ☑️ First and Last Name
   ☑️ The email address you used to register
   ☑️ School Name
   ☑️ School City, State

4. Is my Username/ID and password the same as the one on the KHC or AHC website?
   
   No, because this is a different online platform you will have a unique Username/ID and password separate from your KHC or AHC online headquarters.

5. When registering, if the verification email is not received in my inbox, how can I get past this step?
   
   In most cases the email will be found in your “Junk Folder.” If it is not there within 10 minutes of completing your registration, your email provider may have firewalls that are blocking the message from hitting your inbox. Please try registering with another email address, perhaps a personal, non-school email.

6. If I can’t get the application to submit through the grant portal, can it be emailed to the KHC or AHC general inbox?
   
   Unfortunately, no. All KHC and AHC grant applications must be completed and submitted through the online grant portal. Please email us if you are having issues at kidsheartchallenge@heart.org
GRANT REQUIREMENTS

1. What is the time frame to submit my grant application?

   The application portal is open now with the final deadline to submit applications June 30, 2020 by 12:00 a.m. (midnight) Hawaii Standard Time.

2. What are the requirements to apply for a grant?

   Individual schools that have completed a KHC or AHC fundraising event are eligible to apply. Districts, individual educators or administrators are not eligible to apply.

3. What kind of projects are eligible for the grant?

   The KHC | AHC Grant Program is focused on supporting health wellness in schools. Eligible activities include:
   - Current and new programs connected to physical activity, health promotion, dance and music during and after school
   - Physical Activity equipment and resources
   - Technology related to physical activity and wellness
   - Playground or recreation space improvement
   - Classroom enrichment related to physical activity and wellness
   - Cafeteria or school kitchen improvement equipment and resources
   - Water filling stations and/or safe water access improvement
   - Social and emotional/counseling resources
   - Music and dance resources and equipment
   - Staff wellness resources

4. Do you have any tips that will help my application have a better chance of being funded?

   We encourage you to review the types of programs eligible for grant funding. Then, make sure you thoroughly explain your answers throughout the grant application.

   Projects eligible for grant funding include:
   - Current and new programs connected to physical activity, health promotion, dance and music during and after school
   - Physical Activity equipment and resources
   - Technology related to physical activity and wellness
   - Playground or recreation space improvement
   - Classroom enrichment related to physical activity and wellness
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GRANTS ANNOUNCEMENT

1. **When will the grants be announced?**

   The 2020-2021 KHC|AHC Grants will be announced on August 19, 2020. Anyone that submitted an application by the June 30th deadline will receive an email letting them know if they were awarded a grant. The notification will be sent to the primary grant contact and the school principal.

2. **How will the grants be announced?**

   The Primary Contact on file from the grant application will receive an email from kidsheartchallenge@heart.org. In addition, the American Heart Association will issue a national press release in August with final timing TBD. Regional Communications Directors will receive template press materials for use in their local markets.

3. **How will schools that did not receive a grant be notified?**

   The Primary Contact on file with the grant application will receive an email from kidsheartchallenge@heart.org at the time of the formal announcement.

4. **What is the award process?**

   Once a recipient school has been notified the following actions will follow:

   - ☑️ A grant contract, or Letter of Agreement, between the recipient school and the AHA will be sent via email to the school’s Primary Contact.
   - ☑️ The Primary Contact should return the Letter of Agreement with an authorized signature from the school. An authorized signature is a person or representative of the school that can enter in a legal and binding contract with the AHA.
   - ☑️ The authorized signer of the school should complete, sign and date the Letter of Agreement emailing the completed document to kidsheartchallenge@heart.org
   - ☑️ Grant awards will be provided as a US Games Certificate or a check. These details will be communicated in the Letter of Agreement. Please read carefully.
   - ☑️ Award recipients will be required to submit a progress report related to their grant no later than June 2021. The report template can be found through the grant portal used to complete the application process: https://ahaschoolgrant.fluxx.io/user_sessions/new

5. **How should we refer to grant recipients?**

   Schools receiving grant funding from the Kids Heart Challenge and American Heart Challenge should be referred to as “grant recipients” or “recipients.” It is important to say “awarded” instead of “winning” as a grant is awarded, not won – this is not a contest. The grant selection process was done based on adherence to strict criteria and recipients were selected from a panel including AHA staff and an external peer review committee consisting of school professionals and teachers.
6. **What process will be used to select grant awardees?**

A review committee of AHA staff and an external peer review committee of school professionals and teachers will review the applications. Scoring and grant selections are based off of a rubric criterion:

- ☑ Clear measurable project goals that relate to improving the health or well-being of students and/or staff
- ☑ Demonstrated need of school and students
- ☑ Intended impact on health or well-being of the staff or students
- ☑ Identified measures for evaluating success
- ☑ Sustainability for lasting impact

7. **How much can my school apply for?**

The maximum award amount for the 2020-2021 school year will be $3,500. This supports our goal of maximizing our impact across more participating schools.

8. **How many grant applications were received last year during the 2019-2020 school year?**

For the 2019-2020 grant program, more than 800 applications were received during the 12-month application process. The applications represented $2.5 million in requests against $400,000 of available funds.

9. **Will there be another grant opportunity in the future and how much funding will be available?**

Our hope is to be able to offer this grant program annually. However, the total amount of available funding may vary year to year.

10. **My school coordinator raised a significant dollar amount and is expecting to win. What message should be conveyed to this school?**

Grants are not won, but rather awarded based on the integrity of the application against the funding criteria. The grant program is mindfully independent of how much a school has raised with a focus on the application’s ability to show the following:

- ☑ A well thought out project
- ☑ Identifying a health-based need
- ☑ Measurable impact for students and staff improving overall health and well-being
- ☑ Funding goals that are measurable and sustainable

**FEEDBACK**

1. **How can we share feedback for consideration to future planning?**

2019-2020 represented the first year the AHA has provided a grant program for schools participating in the Kids Heart Challenge or American Heart Challenge. As with any inaugural program, we have learned many things from both our staff and school coordinators who applied for funding.

We welcome any feedback that can continue to improve the application process: kidsheartchallenge@heart.org.