

COVENTRY

Better Health for Kids



The *Coventry Play for Better Health* program provides opportunities for children in underserved areas to have safe outdoor play spaces. In the last two decades, childhood obesity has developed into an epidemic. With the popularity of computers, television and video games, America's children are moving less and weighing more. The *Coventry Play for Better Health* program was developed to fight this trend by promoting outdoor play - encouraging children to participate in healthy, physical activity which helps build strength and endurance. Through the program, Coventry Health Care of Florida funds the installation or renovation of outdoor play areas for Florida nonprofit organizations or schools.

Eligibility Requirements

Organizations must:

- Complete an application and submit required materials.
- Be classified as 501(c)(3) tax exempt by the Internal Revenue Service.
- Provide onsite youth programs and/or services for children ages 3-12.
- Be located in one of the following counties: Broward, Hillsborough, Miami-Dade, Pinellas or Palm Beach.

Important Dates

Application deadline: February 29, 2012

Notification of funding by: April 30, 2012

Play for Better Health 2012 Application

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Through the Coventry Play for Better Health program, Coventry Health Care of Florida will fund the cost and installation of an outdoor playset or the renovation of an existing outdoor play space, not to exceed twenty thousand dollars (\$20,000.00).

To be considered for funding:

1. Print this application and complete the fields (be sure to write legibly).
2. Answer questions #1-7 on a separate sheet of paper, using Times New Roman 12 pt font.

The following must also be included with the application:

- ✓ A list of the organization's board of directors (names, titles and business affiliations).
- ✓ The organization's insurance policy with coverage for any accident or injury that may derive from or otherwise be related to the playset.
- ✓ A copy of the organization's IRS 501(c)(3) certificate.
- ✓ The organization's audited financial statements for the last two years. If audited statements are not available, please provide unaudited financial statements.

Organization Name: _____

Address: _____

(physical address of organization, please do not provide a post office box)

City: _____ State: _____ Zip Code: _____

Contact Person: _____ Title: _____

Phone Number: _____ Email: _____

Website Address: _____

What are you applying for?

Installation of outdoor playset

Renovation of an existing outdoor play area

I attest that the organization meets the eligibility requirements and the information that I have submitted is accurate. I also understand that during the application review process, representatives from Coventry Health Care may request a tour of the facility and failure to accommodate this request within a reasonable timeframe will make the organization ineligible for the current funding cycle.

Print Name: _____ Title: _____

Signature: _____

Date: _____

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APPLICATION QUESTIONS

Please submit answers to the questions below using Times New Roman, 12 pt font.

- (1) Provide a brief description of your organization, including its mission.
- (2) Describe the youth services and or programs that you offer and any costs to participants. For each program or service, be sure to include the number of clients served.
- (3) Provide the demographics (age groups and socioeconomic background) of the population that you serve.
- (4) List any other agencies that you are affiliated with.
- (5) Does your organization own or lease the building where you are located? If it's a lease:
 - a. How many years remain on the lease agreement?
 - b. Is there a clause in the lease that allows your organization to make modifications to the property? If so, please include a copy of the lease with the clause.
- (6) **If requesting a new outdoor playset:**
 1. How will the area be utilized and who will benefit?
 2. Please describe what you envision for the play area, including the type of equipment that you would like to have installed.**If requesting a renovation:**
 1. Describe your current play area.
 2. What types of renovations to the play area are needed? Please be specific (landscaping; new equipment; painting, etc.).
- (7) Tell us why your organization should be selected (one page or less).

Please submit one unbound/unstapled copy of your application and supporting materials to:

Michelle Johnson
Coventry Health Care of Florida
1340 Concord Terrace
Sunrise, FL 33323

Only applications received by February 29, 2012 will be considered.

*If you have any questions about the application process, please contact
Michelle Johnson at 954-858-3170 or mxjohnson@cvty.com.*