Call for Applications

The National Center for Safe Routes to School and Schwinn’s Helmets on Heads program are now accepting applications for 25 mini-grants of $1,000 each. These mini-grants support a goal of both organizations which aim to encourage children to safely bicycle to school and engage educators, communities and families to take action on helmet safety.

Mini-grants fund activities that range from the nuts and bolts that help start or sustain bicycling programs to new inspiring ideas that explore the range of benefits of safe bicycling. Selected mini-grant proposals will fit a school's needs and interests around safe bicycling, helmet safety education, and will require that correct helmet use be a mandatory component of any program. Recipients are also asked to share the helmet fitting information sheet and Helmets on Heads pledge with students or youth involved in their program.

The mini-grant activities should occur between January 1, 2015, and the end of the Spring 2015 semester. Applications are due Wednesday, October 22, 2014.

Announcements will be made in December 2014.

Who can apply for a mini-grant?

Eligible applicants include:
- Adult-supervised elementary or middle school groups or clubs;
- Faculty, staff, or parent volunteers at elementary or middle schools;
- Local and Tribal governments; and/or
- Non-profit organizations that will work with a school to improve bicycle safety and/or increase bicycling participation.

Ideas for getting started

The goal of the mini-grant program is to help schools identify their safe bicycling needs, to encourage helmet safety education and to create bicycling-related activities that address these needs/interests. The National Center and Schwinn’s Helmets on Heads program also encourage applicants to engage student leaders and/or harness students’ creativity. There are many right answers, and creativity and innovation are encouraged.

Need some inspiration? Here are 5 ideas for bicycling programs at your school.

- Develop a school-wide bike program: Work with teachers and parents at your school to establish a bike share program. Students can check out bikes and helmets to ride at home or school and get a chance to practice their bike safety skills with their families and friends.
• **Establish a fitness club:** To encourage more physical activity at your school, establish a fitness club. A fitness club could be held before or after school a few days a week. Students could practice their bike safety skills, learn proper helmet fitting techniques, and enjoy bicycling with their friends and teachers at school.

• **Hold bicycle safety trainings:** Work with PE teachers to teach bike safety classes and helmet fitting techniques.

• **Enhance opportunities for children with disabilities:** Work with the special education leader at your school and establish a bike program for children with disabilities. Bike to School Day events create opportunities for students of all abilities to interact and socialize with their peers. These events can also provide opportunities to teach bicycle safety skills, and positive experiences to encourage independent travel later in life.

• **Give mobility to students who are homeless or families that cannot afford bicycles:** Start a bike share program in which students can check out bikes and helmets, allowing them to ride to and from school, parks, and activities in their neighborhood. Work with bike shops to establish free bike maintenance classes and safety clinics for your students.

**What information should applicants provide?**

We are seeking clear, well-thought-out application responses that:

- Identify the school’s safe bicycling needs or interests;
- Propose activities that can address the identified bicycling and helmet safety education needs/interests and that have the potential to have a broad reach and lasting impact;
- Demonstrate a reasonable connection between activities and desired outcomes, and include a plan for measuring those outcomes; and
- Include a clear description of how funding will be used for these activities.

As a group, the applications that are selected for funding will represent a broad geographic distribution and a diversity of community characteristics.

**What happens once applications are selected?**

Mini-grant recipients will be notified by Wednesday, November 19, 2014, and will be formally announced in December 2014. To accept the award, recipients complete a form accepting these funds for the proposed activities. Checks are disbursed approximately six weeks after receipt of the form. Activities must be completed by June 15, 2015, or by the end of the Spring 2015 semester, whichever is later.

The National Center and Schwinn’s Helmets on Heads require that mini-grant recipients submit two reports:

1) An informal report on activities midway through the implementation period; and

2) A short final report at the end of June 2015 that describes activities and is accompanied by at least three digital pictures.
Mini-grant recipients may be asked to complete a brief questionnaire after the grant period.

For more information
Additional information about the mini-grants is available on the National Center’s website, www.saferoutesinfo.org/funding-portal/mini-grants/FAQs. Questions can also be emailed to info@saferoutesinfo.org.

About the National Center for Safe Routes to School
Established in May 2006, the National Center for Safe Routes to School assists states and communities in enabling and encouraging children to safely walk and bicycle to school. The National Center serves as the clearinghouse for the federal Safe Routes to School program. The organization also provides technical support, resources, and online registration for U.S. Walk to School Day, and facilitates worldwide promotion of and participation in International Walk to School Day. The National Center for Safe Routes to School is part of the University of North Carolina Highway Safety Research Center with funding from the U.S. Department of Transportation Federal Highway Administration. For more information, visit www.saferoutesinfo.org.

About Helmets on Heads
Helmets on Heads is a comprehensive initiative from Schwinn meant to encourage and educate bike riders of all ages on the importance of wearing helmets. In 2014, we have partnered with the National Center for Safe Routes to School to reach and engage educators, local communities, and families across the U.S., with information and resources to get involved and take action on helmet safety. Helmets on Heads is committed to educating one million kids about bike helmet safety over 10 years. Helmets on Heads is driven by a desire to have every rider wearing a helmet. Learn more at www.helmetsonheads.org.

About Schwinn
With over 100 years of cycling heritage, passion and expertise, Schwinn keeps riding simple, easy and fun. Since 1895, Schwinn has built some of the best-known and best-loved bicycles of all time. Whether it’s a tot’s first set of wheels or an easy cruise on the waterfront, the thrill of riding never gets old. Schwinn offers a comprehensive line of bicycles for riders worldwide. There is a bike for everyone all built to the iconic Schwinn quality standard. Visit www.schwinnbikes.com to learn more.

About Pacific Cycle
Pacific Cycle is the leading supplier of quality bicycles in North America to the mass merchant channel with one of the most comprehensive ranges of brands in the bicycling industry. Pacific Cycle, a division of Dorel Recreational/Leisure (R/L), encompasses several powerhouse brands including Schwinn, Mongoose, IronHorse, Pacific, InSTEP, Dyno, PlaySafe, KidTrax, Powerlite, and Roadmaster. Dorel R/L is a segment of Dorel Industries, Inc, (TSX: DII.B, DII.A).
Submittal Information

Applications are due by Midnight EDT on **Wednesday, October 22, 2014**. Applications may be submitted in one of three ways*:


2. Fax to:
   
   (919) 962-8710
   
   Attention: Mini-Grants Program
   
   National Center for Safe Routes to School

3. Mail to:
   
   Attention: Mini-Grants Program
   
   National Center for Safe Routes to School
   
   730 Martin Luther King Jr. Blvd, Suite 300
   
   Campus Box 3430
   
   Chapel Hill, North Carolina 27599-3430

* In order to be fair to all applicants, electronic, faxed, and mailed applications are all subject to the same word limitations per question.

Application Attachments

If you want to include attachments to your application, please submit the application as above and email no more than three pages of an attachment to [info@saferoutesinfo.org](mailto:info@saferoutesinfo.org). In the email text, please include the name of the primary contact person, the school name, and the city and state.

Notification

Mini-grant recipients will be notified by Wednesday, November 19, and will be formally announced in December 2014. Activities must be completed by June 15, 2015, or the end of the Spring 2015 semester, whichever is later.

Additional Questions

Please email questions or requests for assistance to [info@saferoutesinfo.org](mailto:info@saferoutesinfo.org). For more information, see [www.saferoutesinfo.org/funding-portal/mini-grants/FAQs](http://www.saferoutesinfo.org/funding-portal/mini-grants/FAQs).
Application
To apply for the National Center for Safe Routes to School and Schwinn’s Helmets on Heads mini-grant, please complete the following form.

1. Applicant Information
   Primary contact’s name:
   School/Organization/Agency name:
   Telephone number:
   Email address:
   Mailing address (Street):
   City, State, Zip:

2. School(s) where activities will be conducted (if different from above)
   School name:
   Mailing address (Street):
   City, State, Zip:
   Name of the school administrator who has approved this application:
   If applicable, name of the student group or club:

3. This mini-grant will help...
   □ Start a NEW safe bicycling program
   □ Support an EXISTING safe bicycling program
   * Please note: starting or continuing a safe bicycling program is a required condition of mini-grant funding. If this question is left blank, the application will be disqualified.

4. Please help the National Center know more about the school where the activities will be conducted.

   Grades proposed activities are targeting
   Lowest Grade: ____________
   Highest Grade: ____________
   Type
   □ Public
   □ Private
   □ Charter
   □ Magnet
   □ Other: ________________

5. Please help the National Center know more about the potential reach of the proposed activities:
   Approximately how many of this school’s students live within two miles of the school? ______________
   Approximately how many students will the mini-grant activities reach? ______________

Essay questions
Please note that there are limits on the number of words for each answer.

6. Explain the bicycling needs, helmet safety education and interests that have been identified for this school. Optional: Is there anything noteworthy about the school’s bicycling situation that provides context for these needs and/or interests? (up to 400 words)
7. Describe the activities the mini-grants will fund and how these ideas support the stated needs and/or interests. Optional: Is there anything unique or innovative about these ideas? Optional: Will students be involved in planning or carrying out these activities, and if so, how? (up to 450 words)

8. What changes in behavior, safety, attitudes, and/or knowledge do you hope to see at your school as a result of these activities? Required: How will your program track these changes? (up to 325 words)

9. Please provide a brief list of activities that will happen each month. (up to 150 words)

10. Please provide a budget for the proposed items to be used for the bicycling activities (rounded to the nearest dollar). Applicants may list up to 10 items.

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**Total** (not to exceed $1,000)