



Application Open: January 17, 2023 [Apply now](#)
Application Close: February 28, 2023, at 11:59 PM PST
Grant Cycle Duration Through: September 30, 2023

About Healthy for Life:

The American Heart Association and Aramark launched Healthy for Life[®], an innovative health impact initiative, in 2015. The commitment: work together to leverage our combined reach and resources to help millions lead healthier lives. Through our collaboration, we developed an evidence-based community nutrition program that empowers people to make healthy food, nutrition and lifestyle choices. To learn more www.heart.org/healthyforlife.

The Healthy for Life community nutrition grant funds, supported by Aramark, are intended to:

- Increase skills and confidence in preparing and cooking healthy food.
- Increase consumption of healthy food (fruits, vegetables, whole grains).
- Increase knowledge of how to connect food choices with daily goals.

As a critical partner providing nutrition education in under-resourced communities, we would like to offer

Cooperative Extension a unique grant opportunity. The primary goal is to further support the provision of quality nutrition education in your local community. It may also facilitate healthcare and community connections as outlined in the 2021 [Cooperative Extension Framework for Health Equity and Well-being](#).

Key Deliverables:

- Implement a series of at least four Healthy for Life Educational Experiences within 2-3 months, engaging at least 25 participants to participate in all four sessions. The target audience should be responsible for meal preparation and 18 years or older.
- Measure patient confidence, skill preparing healthy home cooked meals, and fruit, vegetable and whole grain consumption, using pre and post surveys provided by the American Heart Association.
- Enter de-identified data into an online portal. This will entail collection of paper surveys and submit results through an online survey portal. Survey data may also be collected via email or over the phone. **Note:** The Healthy for Life program evaluation, including the pre- and post- survey tool and the data submission process, received IRB approval and was determined Exempt.
- Submit a summary report about your use of the grant funds, due no later than on October 15, 2023. We will provide a report template and additional details, if awarded.

Use of Funds

The funding provided may be used for:

- Recruitment and marketing
- Purchase of demo supplies and materials (i.e., food, demo supplies).
- Incentives for participation engagement in the program (gift cards, kitchen cooking utensils, etc.)
- Up to 12% for indirect expenses

Funds may not be used for:

- Continuing education or professional development
- Sponsorship of fundraising events

Grant funds are to be used by September 30, 2023.

Grant Award:

- A maximum of ten grants will be awarded with the value of \$2,500 to support the implementation of Healthy for Life community nutrition program.

All grant items should be submitted electronically.

Timeline:

- Application Open: January 17, 2023
- Application Close: February 28, 2023, at 11:59 PM PST
- Grant Notification: March 15, 2023
- Implementation Timeframe: April-September 2023 (six months which includes time for planning)
- Reporting Due Dates: October 15, 2023
- The American Heart Association requires the organization applying for the grant be able to meet the following eligibility criteria:
 - Must be a Cooperative Extension agency which provides nutrition education, through the EFNEP and/or SNAP ED programs to low-income or historically disadvantage populations.
 - Demonstrated capacity and leadership support to implement the community nutrition program.
 - Established relationships with community partners to host and facilitate the community nutrition program (social services, healthcare organizations, etc.).

Grant Reporting:

- The organization agrees to participate in evaluation activities and share program summary report, including a budget breakdown, with the American Heart Association in October 2023.
- The organization agrees to share with the American Heart Association photos, video clips and success stories, if photo/video release waivers are secured.
- The organization agrees to review and execute necessary documentation.

Award Amount and Guidelines

- 1) A maximum of 10 grants of \$2,500 each awarded.
- 2) Only one grant application allowed per local Cooperative Extension agency.
- 3) The project may be supported by other external funding sources.
- 4) Selected organization(s) must sign a written agreement with the American Heart Association. **Note:** the agreement may need to be reviewed and managed through your university grant administration office.

If you have additional questions, please reach out to healthyforlife@heart.org.

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