



# THE BROOKSIE WAY MINIGRANTS

HONORING THE MEMORY OF  
BROOKS STUART PATTERSON

EVERYONE DESERVES A CHANCE TO REACH THEIR FULL POTENTIAL



## Application Deadlines

Applications are available on the Brooksie Way website, [www.thebrooksieway.com](http://www.thebrooksieway.com), and are reviewed three times a year.

Application Deadlines:	Programs Must Take Place During:
• Round 1 - April 1, 2010	• May 1 – December 31, 2010
• Round 2 - August 1, 2010	• September 1 – December 31, 2010
• Round 3 - December 1, 2010	• January 1 – December 31, 2011

Help in preparing your application is available by calling 248-858-0415.

## What is the Brooksie Way Minigrant Program?

County Executive L. Brooks Patterson announced the Brooksie Way Half Marathon and 5K Race/Walk in 2007 to enhance the quality of life for residents of Oakland County by promoting healthy, active lifestyles.

The Brooksie Way begins and ends at Oakland University, runs through Rochester and Rochester Hills, and includes parts of the Paint Creek and Clinton River trails. Four thousand runners participated in the inaugural 2008 Brooksie Way. The event is named in honor of the County Executive's son Brooksie, who died after a snowmobiling accident in 2007. The Brooksie Way celebrates his model for life and living - "enjoy life and do it the Brooksie way."

The Brooksie Way joins *Count Your Steps* (CYS), another successful health program founded by L. Brooks Patterson. *Count Your Steps* encourages elementary children and families to engage in more physical exercise through a pedometer walking challenge. The *CYS/Brooksie Way* is "organized to develop and implement one or more programs to educate school age children and their parents on the importance of a healthy diet and exercise and to foster and promote programs to encourage public health and fitness."

Proceeds from the Brooksie Way support health and fitness activities in Oakland County and are distributed to qualifying organizations through minigrants.

## Who Can Apply?

Local communities and non-profit agencies operating in Oakland County who engage in a health and fitness project/event that targets Oakland County residents. Events must take place within Oakland County.

Non-profit applicants must include proof of non-profit status.

## How Much Money Can You Ask For?

Applicants may request up to \$2,000. The program is competitive and awards are typically less than \$2,000. An entity may receive only one Brooksie Way Minigrant per calendar year.

## Grant Dollars: Can and Cannot Be Used For...

Grant dollars CAN be used for local community-based activities to improve the health and fitness of our residents. The Brooksie Way Minigrant program encourages *innovative* ideas, including but not limited to:

- community walking programs
- swimming club or senior swim program
- activities for students outside of the school curriculum
- neighborhood/association sport activities – basketball, soccer, baseball and football
- nutritional education programs with low-cost exercise, like walking or running
- community/senior centers expanding their physical fitness offerings
- purchase sports and athletic equipment

Grant Dollars CANNOT Be Used For:

- capital expenses (construction; renovation; purchase of facilities)
- school teacher salaries, inservice, release time or school administrative costs
- K-12, college or university faculty, payments to students for school-related activities or projects
- consultants who are members of the applicant's staff or board
- existing deficits, licensing fees, fines, penalties, interest or litigation
- food or beverages for hospitality or entertainment
- fundraising or allocations to endowment or other restricted funds
- funds which the applicant would regrant to other organizations
- operating costs not directly associated with the project or start-up costs for a new organization
- other purposes not consistent with CYS/Brooksie Way mission

### **If You Are Awarded a Grant, You Must...**

Confirm project plans and sign an agreement detailing the use of the Brooksie Way Minigrant dollars.

Applicants receiving a grant agree to include in **all** printed materials pertaining to the event funded, "With the support of the Brooksie Way Minigrant," and use the Brooksie Way logo where appropriate. Examples of printed materials -- including flyers, programs, posters, etc. -- shall be included in the final report.

All grant recipients shall provide written documentation of expenditures in a final report of project activities within 30 days of the end of the funded project.

### **Other Important Information**

It is the Brooksie Way Minigrant's policy that decisions regarding the grants are final.

### **Assembling and Mailing your Application**

Do not put your application in a binder. Staple application and attachments in the upper left corner after arranging in the following order:

1. Grant application
2. Attachment #1 - Budget
3. Attachment #2 - Organizational Profile

An original and 5 copies (total of 6 sets) of the application form and required documents must be submitted together as an application packet. Keep copies of everything you submit. Application materials will NOT be returned to you. Do NOT submit your only copy or an "original." We are not responsible for lost or damaged applications.

**It is the applicant's responsibility to submit a complete application including all attachments and the required number of copies of each item.**

Mail application packets to:

Brooksie Way Minigrant  
Attn: Kristie Everett Zamora  
2100 Pontiac Lake Road  
Waterford, Michigan 48328-0414