



'A' Fresh Start

Community Support Grant Program

'A' Fresh Start is an initiative that would provide enhanced Community Support Grants to selected organizations / individuals. To qualify for this grant, the money sought by an organization / individual must be used for creative new events within the Town, or for major enhancements to an existing event. Applications must be submitted by 4:30 p.m. on October 3, 2018, via one of the methods listed below. The 'A' Fresh Start Committee will review the applications and will present the Top 5 applications to Council. Organizations / individuals selected in the Top 5 must be prepared to make a 10-minute presentation to the general public on October 25 at 6:30 p.m. at the Community Credit Union Business Innovation Centre, explaining why their event should receive a Community Support Grant. Members of the public in attendance who are 16 years and older will have the option to purchase a ballot to vote. The ballot costs \$2.00, with all proceeds being donated to charity. Based on the requests submitted by those selected for the Top 5, up to \$17,500 in grants will be available. Those receiving grants will receive 80 per cent of the funding granted up front. The remaining 20 per cent will be issued after the event has been completed, and a final report is presented to the Town. Events must be held by March 31, 2019. The Town of Amherst will be recognized on any advertisement as a partner of the event, and copies of all advertisements must be provided to the Town.

Organization/Individual Name: **Amherst Valentine Run Committee**

Contact Person: **Shelley Carroll & Ken MacKenzie**

Phone Number: **Shelley (902)694-7560**

Email: shelleyc@bellaliant.net; amherstvalentinerun334@gmail.com

Website: <https://amherstvalentinerun.weebly.com>

Address: **AVR Committee c/o Minocha McKenney Dental Office**

111 South Albion Street, Amherst NS B4H 2X2

Event Location: **West Highland Elementary School, Maltby Court, Amherst NS**

Provide detailed event description including budget and amount of funding requested (please see corresponding word document)

Submit by 4:30 p.m. on October 3, 2018, to amherstrecreation@amherst.ca, or fax to 902-667-5409, or drop off to Town Hall, or mail to Town of Amherst, P.O Box 516, Amherst, N.S., B4H 4A1.



"A" Fresh Start Community Grant Program Application

The Amherst Valentine Run (AVR) Committee wishes to offer this submission for your consideration.

At this time, the AVR Committee is making plans for the **6th Annual Amherst Valentine Run** which is scheduled to take place on Saturday, February 16, 2019. It coincides with the Town of Amherst's Winter Festival.

The Amherst Valentine Run Committee members represent a small group of community-minded parents and running enthusiasts who aim to promote physical activity - especially for community youth. The event consists of 4 events - a 3 k, 5k, 10k, and 21.1 k run/walking course in the Amherst Industrial Park. Funds raised from this event in our previous 5 years have been syphoned back into the community through donations to local schools and service clubs to foster projects aimed at helping kids get and stay physically active.

In the five years that we have staged this event, a total of close to 1000 participants have taken part - almost half of them being under the age of 18.

This year, however, we would like to introduce a 1k event aimed exclusively at students in the grades 4-6 range.

This would give even more kids in that age bracket the opportunity to team build and train together in the weeks leading up to the event while also learning about proper stretching and nutrition.

We believe that this proposed enhancement touches on the following areas:

- 1. Increase economic well-being** - Through this initiative, youth of lower income families are included and able to participate without the barrier or risk of economic hardship. We keep costs low so that people from of all walks of life can take part.
- 2. Increase mental wellness/sense of belonging** - Studies have shown the connection between physical activity and improved cognitive and emotional functions. By having this event, kids and community members get to experience first hand the benefits of participating in an organized run, thereby fostering a feeling of accomplishment. We also try to foster teamwork and play to build healthy habits and relationships.
- 3. Increase healthy lifestyles and supportive environment** - This is the perfect demonstration of **active transportation** – our event encourages movement of all ages, paces and abilities, while volunteers and friends line the race route to cheer on participants. A healthy meal is provided afterward. All participants receive a medal as well as additional race memorabilia. It demonstrates how much fun it can be to get outside in the winter and models a healthy, active lifestyle. We believe that the earlier a child develops physical activity as a habit, the longer and more positive the overall developmental impact.
- 4. Increase community engagement and positive relationships** - Strategically, this event takes place the same weekend as the Town of Amherst Winter Festival, it is endorsed, supported and promoted by the town as well, in addition to other events involving physical activity. We promote a healthy environment and positive social interaction.

As such, we would like to ask for funds to cover the inclusion of 80-100 students from our community, namely those who attend Spring Street Academy and West Highlands Elementary schools in the grade 4-6 range. (Ideally, we would also like to encompass that same age range from Cumberland North Academy in Brookdale. We recognize that several Amherst-based students attend CNA, just as we also recognize that many students from that school also attend or are exposed to our town-based events.)

We estimate the cost associated with making this happen would be approximately \$4000.00.

A typical AVR annual budget looks like this:

Atlantic Chip timing fee:	\$1500
Medals:	\$1500
Printing costs:	\$500
Online registration fees:	\$1000
Hats/race swag:	\$3000
Advertising/promotion:	\$1000
Catering:	\$2500
Custodian:	\$200
Miscellaneous supplies:	\$500
Equipment:	\$500
<u>Approximate grand total:</u>	<u>\$12,200</u>

However, if we were to introduce an additional 100 young runners (gratis on their part), our operational costs would require additional funds in this way:

Swag/run memorabilia: \$10/unit x 100 =	\$1000
Chip timing: \$10/unit x 100 =	\$1000
Medals: \$5/unit x 100 =	\$ 500
Post race meal: \$10/unit x 100 =	\$1000
Misc. (add'l insurance, signage, printing)	\$ 500
<u>Estimated additional costs:</u>	<u>\$4000</u>