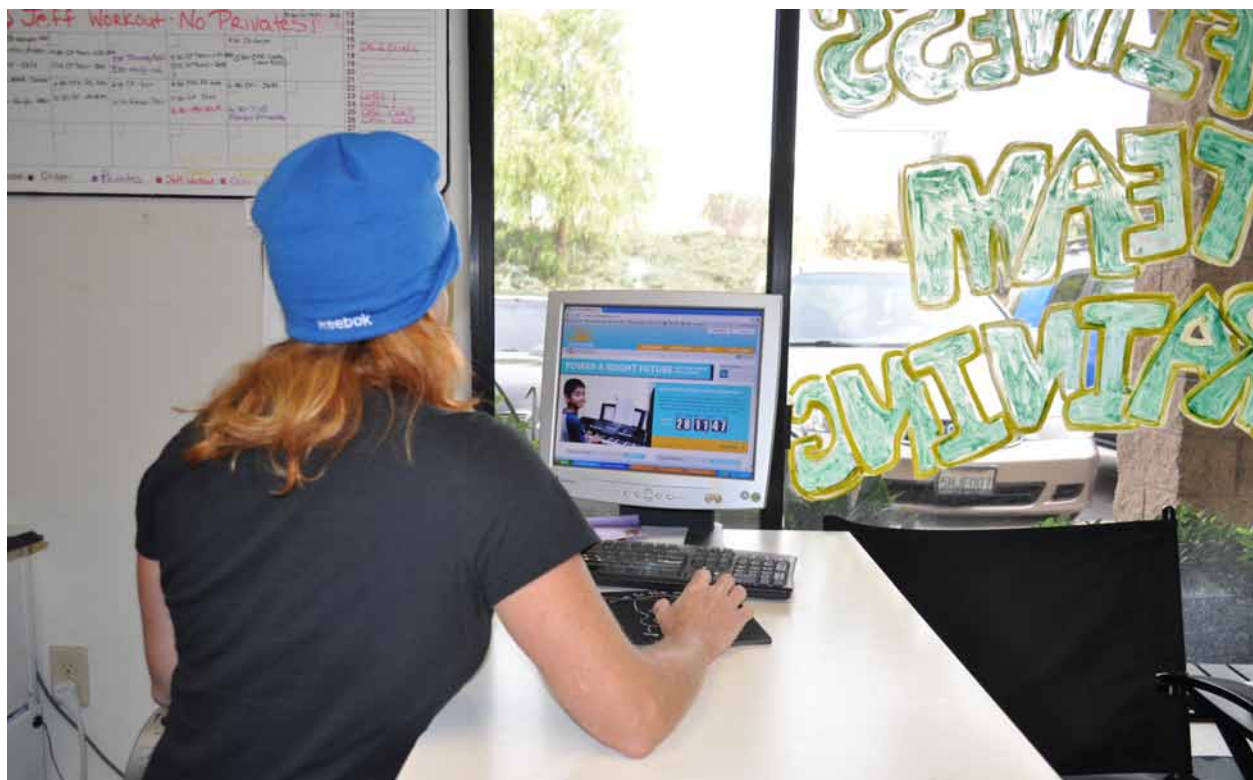

THE CrossFit JOURNAL

Grant Writing for Kids Programs

Need help funding your program? Lura Poggi of CrossFit Kids HQ has some tips.

By Lura Poggi

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Danell Marks

Money! Money! Money!

Everyone needs more, and there isn't enough to go around. Winning a grant proposal can be a great way to augment your current CrossFit Kids program and add new, creative programs and services. Here are some thoughts to consider in your grant-seeking journey.

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Before starting your grant search, ask yourself and your team these questions:

1. Who within your community could benefit from CrossFit Kids programs?
2. What makes your program special?
3. What is your mission statement? It must be clear, concise and meaningful.
4. What are your goals/intended outcomes?
5. Are your goals/intended outcomes measurable, repeatable and observable?
6. How will you measure the program's success?
7. Who needs to be involved/consulted in the process?
8. Are there local organizations that would be interested in partnering with you?

Each grant application is unique. It is important to closely look at the application information for the required qualifications. In a competitive grant market, grantors will be looking for small things to weed out grant applications from the pool. It is important you meet all the qualifications. Don't try to fake it! If your organization does not meet the qualifications, keep looking for another grant opportunity. They are out there!

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Most grant applications will ask for a detailed budget. Make sure you have reviewed each area of your program and assessed the cost associated with every aspect. This includes staff time to administer the grant. It will take one of your team members time and energy to administer, track and report program and grant information.



Staff/CrossFit Journal

Stay within the grant guidelines and don't make promises you can't fulfill.

If the grant application allows, make sure to build your personnel costs into the budget. It is often overlooked and critical to include into your budget. Additionally, will your organization be contributing money into the program? Some grant programs want to see other contributors to a program. How much are you willing or able to contribute? If you are not able to contribute, are there organizations in your community with similar programs that might be interested in partnering with you?

Is the Grant Worth It?

It is common to think any free money is worth whatever it takes to get it. However, don't make promises you can't keep. For example, if you are not able to assess childhood obesity with the research, statistics and reports the grant requires, then move on to the next grant. Further, it is extremely important to look at what the grantor will require of you at the end of the funding process.

Stay within the grant-application guidelines. If they are asking for a 250-word narrative, do not exceed that limit. You wouldn't want your application to get vetoed because you used 260 words, which can happen in competitive grant cycles.

Additionally, have someone not related to CrossFit review your application and ask questions. Often, we are so passionate, excited and familiar with our work we assume others will understand what we are talking about. The person considering your grant application might not know anything about CrossFit Kids or understand what in the world you are talking about. If your outside reviewer has questions or doesn't understand something in the grant application, chances are neither will the grant committee.

There are many ways to pursue CrossFit Kids grants. You can do an Internet search—jump on Google, Bing, etc.—and use keywords such as “fitness,” “children,” “obesity” and “physical education,” to name a few. Another approach is to contact organizations in your community and meet with them to discuss how they can partner with your CrossFit box in the development of programs that can have a profound impact on children’s lives.

The most important thing to remember is making a good first impression. Be prepared and have a professional-quality presentation to show the grantors.

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Case Study

CrossFit Brand X/CrossFit Kids Headquarters recently applied for the [Power A Bright Future](#) grant sponsored by The Clorox Co. The grant was found by an Internet search using the term “play grants.”

We are partnering with a local K-12 school. Meetings were scheduled with the principal, the parent-teacher-student association, teachers, staff and school site councils to get their buy-in and support. The grant proposal is to deliver CrossFit Kids programming in place of the school’s current physical-education program and to include an after-school program as well.

Final Advice

Keep your dreams big but manageable. Know your goals and intended outcomes. Share your passion but articulate your intentions and make sure you can measure your results.

You want to be the change? Grants are a great way to make your CrossFit Kids dreams come true!

For a video about CrossFit Kids in schools and the Power a Bright Future grant, please click [here](#).



Courtesy of Lura Poggi

About the Author

Lura Poggi has a master’s degree in college student personnel and a bachelor’s degree in communications. For 19 years, she has worked at public and private universities in the areas of residential life, alumni affairs, development, student activities, human resources, student government and women’s center programs. She is an adjunct faculty member in first-year programs at [California State University San Marcos](#) and a CrossFit Level 1 and CrossFit Kids trainer at CrossFit Brand X.