



United Way
of Broome County

United Way of Broome County, Inc.
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NEWS MEDIA RELEASE

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United Way of Broome County Announces Healthy Lifestyles Coalition Grant Program

United Way of Broome County is pleased to announce its release of the Healthy Lifestyles Coalition (HLC) Grant Program on April 12, 2018, with proposals due on May 10, 2018. If you are a nonprofit organization serving Broome County and would like to learn more about this funding opportunity, please download the Request for Proposal (RFP) for instructions and eligibility and the application on the United Way website at <https://www.uwbroome.org/healthy-lifestyles-coalition-grant/>.

The Healthy Lifestyles Coalition (HLC) began in late 2012 through a grant awarded by the Conrad and Virginia Klee Foundation. In 2017, the United Way of Broome County began funding the program as a signature Collective Impact Initiative. This framework involves a dynamic and collaborative set of partnerships with other agencies in order to achieve a shared goal. HLC and its partners understand and recognize that without engaged community members and agencies working together, real change is not sustainable. The HLC's long term goal is to reduce the prevalence of obesity in Broome County by empowering neighborhood residents to adopt healthy lifestyles and achieve positive health outcomes.

The HLC is seeking proposals for programming that will advocate and encourage the adoption of healthy lifestyle behaviors. The most successful proposals will include dynamic, creative and data driven interventions that promote physical activity and socialization, create a safe and clean environment and programs that support the social, emotional and mental health of all youth, individuals and families. Organizations that provide programs and/or services throughout Broome County can apply, as long as the services are primarily benefiting the North and East Side Binghamton residents.

United Way will hold a public information session to offer organizations the opportunity to learn more about this effort and the application and review process. Any organizations applying for funding are **REQUIRED** to attend: April 20, 2018 from 12:00-1:00pm at The Lee Barta Center, 108 Liberty Street, Binghamton, NY 13901. Applicants are encouraged to call Paula Perna, Director of Community Initiatives and Planning at 607-240-2014 with any questions about the RFP.

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