

4557 Flower Garden Dr.
New Albany, Ohio 43054
614.216.9900



January 14, 2011

Dear Funding Committee,

I am submitting this letter of interest to have *Follow Me! Healthy Parents, Healthy Kids* a program of the Children's Body-Image Foundation (Tax ID: 80-0341573) to be considered for a grant for 2011. The mission of *Follow Me! Healthy Parents, Healthy Kids* is to aide in the fight against childhood obesity by educating parents about the importance of setting a positive example with fitness, diet and nutrition and families about the importance of living a healthy lifestyle.

Follow Me! Healthy Parents, Healthy Kids is a community based program that has been proven to be effective and make a dynamic impact on Central Ohio families over the past year. Our program involves free large family events and activities that have an educational foundation in health, nutrition, diet and fitness. We strive to provide welcoming interactive environments for the entire family that provoke interaction with experts in the health and wellness fields. In 2010, Follow Me! established a presence in Ohio and formed essential partnerships with Commit to be Fit/10tv, Columbus Blue Jackets, Columbus Crew, Columbus Clippers, COSI, Easton Town Center, Girl Scouts, Boys Scouts, Nationwide Children's Hospital, American Heart Association and The Ohio State University.

The year of 2011, has been established as a year where we will focus our efforts on year round community outreach and education with programs such as our Get Healthy, Get Smart tour which will include a fully wrapped and modified SUV with a television and interactive fitness game system in the back. We will publish seasonal educational publications for parents and families that will provide content focused on healthy food choices, fun games & quizzes about nutrition and fitness and much more. Follow Me! will also open it's doors to its first Foundation based fitness studio where free classes will be offered every month to beginners (parents & kids) by fitness leaders in the Central Ohio community along with healthy cooking and nutrition classes for the entire family. Please contact Laura Miller for more details at 614.216.9900 or lmiller@followmekids.org.

Warm Regards,
Laura Miller
President/Founder



January 14, 2011

Key Personnel

Laura Miller	Executive Director
Heidi Snow	Assistant Director
Alexa McAllister	Marketing/PR Director
Todd Schulze	Director of Family Fitness & Education

Annual Budget

	Yearly Cost
Development of Outreach & Educational Programs (<i>Follow Me! Family & Child Health & Nutrition</i>)	\$50,000
Educational Messaging – Marketing & Outreach (<i>Follow Me! – Total Family Health & Nutrition</i>)	\$20,000
Development and Growth of Educational Community Based Events	\$25,000
Equipment, Supplies, Staff & Product for Get Healthy, Get Smart Tour (<i>30+ locations & events</i>)	\$22,000
Quarterly Educational Publication (<i>50,000 per season - print, design, distribution</i>)	\$40,000
Monthly Family Healthy Cooking Classes	\$10,000
Financial Support for Educational Classes & Programs (<i>Low Income Families</i>)	\$25,000
Free Summer Series (<i>supplies, staff, educational materials, healthy food & snack</i>)	\$5,000
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Total	\$197,000

Other Funding Sources

Sponsorships for Events (Science of Spring, Fun Fit Family Day, Healthy Harvest, FitFest)
Fundraisers (Game On! Night, Strike Out Childhood Obesity Bowl-a-Thon, Miniature Golf Outing)

Funding Request

Follow Me! Healthy Parents, Healthy Kids is requesting funding of \$125,000 for one year.