

**Request for Proposals:
Fitness Clubs in Community Schools**

The Mayor's Fund to Advance New York City (Mayor's Fund) seeks three Community Based Organizations (CBOs) working with Department of Education (DOE) Community Schools to pilot a two-year high school student fitness club program designed to embed athletic and creative arts activities in schools in ways that support student health and wellness, and school climate and culture, while helping to address challenges such as chronic absence. Designed to provide holistic supports to student health and learning, the fitness club program will incorporate an engaging athletic curriculum with wellness, nutrition, and arts/creative components.

I. RFP Deadlines

- a. RFP Release Date: 5/21/18
- b. Deadline for Questions: 5/31/18 by 5pm
Please submit questions to fundrfp@cityhall.nyc.gov with "Community School Fitness Clubs" in the subject line by May 31, 2018, 5pm. Responses to questions will be posted on the [RFP section](#) of the Mayor's Fund's website by June 7, at 5pm.
- c. Application Deadline: 6/14/2018, 5PM
- d. Anticipated Notification to Grantees: June 26, 2018
- e. Anticipated Contract Term: September, 2018 to May, 2020

Maximum Number of Contracts Awarded: Three (3)
Current Funding Amount Range: up to \$60,000 per CBO over two years (\$30,000 each year) for staffing and coordination of the program. Additionally, the Mayor's Fund will commit \$3,000 per school for equipment and supplies and \$15,000 per school over two years for student participation costs in culminating events.

II. Partners Overview

The Mayor's Fund to Advance New York City

The Mayor's Fund to Advance New York City is a 501(c)(3) nonprofit organization designed to promote partnerships between the City and the private sector to support public programs. Established in 1994 the organization serves as an important vehicle for foundations, corporations and individuals to contribute to City programs that enhance the lives of New Yorkers.

adidas America, Inc.

Funding for this program is generously provided by adidas America, Inc. Building on its cornerstone principle that sport can change lives, adidas has developed and funded physical fitness programs for children and teens around the world. adidas America Inc. seeks to promote healthy habits in children and teens to set them on a path towards a healthy life.

III. Program Overview and Structure

The Mayor's Fund seeks applications from CBOs, in partnership with DOE Community Schools, to pilot a high school fitness club program designed to engage high school students in a variety of physical activities with the goal of building healthy lifestyle choices. The fitness club program will consist of in-school morning club meetings focused on running, obstacle course training, wellness, and nutrition. The program will be structured around three culminating events per school year, one for each of the fall, winter, and spring seasons. For the first program year,

these events may consist of obstacle courses, mud runs, and 5k or other races, such as Spartan Race™, an adventure race, or The Color Run™. Culminating events will be selected by the Mayor's Fund in consultation with participating CBOs. The fitness club meetings leading up to each event will provide students with preparatory track and field, strength building, and obstacle course training exercises.

In addition to the athletic components of the fitness clubs, selected CBOs will provide additional programming in conjunction with the club meetings. Selected CBOs must develop or expand a mentorship plan and wellness, nutrition, and art/creative expression activities to supplement the athletic components (such as the creation of a School Wellness Council). Examples of such activities may include arts-based activities to promote community beautification (e.g., painting a mural), arts-based activities to promote community engagement and social justice, and activities that encourage students to assess their diet and physical activity behaviors. Providing students with athletic, wellness, nutrition, and arts/creative programming, through a club setting, hopes to encourage students to explore their capabilities in new and collaborative ways.

The grant will provide CBOs with funding to support a coach, staffing for non-athletic program components, and other expenses as appropriate. The Mayor's Fund will also provide separate funding to cover student admission fees to culminating events as those events are scheduled. See section IV for a detailed program budget.

Participating schools must adhere to the following program guidelines:

Purpose: This program is intended to promote a healthy lifestyle among students by encouraging exercise and teaching students about the relationship between exercise, nutrition, creative expression, and health. Fitness clubs will offer engaging fitness activities for a wide range of students who might not otherwise participate in school athletics programs, thereby increasing access and inclusion of students most in need of such programs. In addition to the natural benefits of exercising, by offering engaging in-school programming and access to exciting off-site culminating events, the fitness clubs will also incentivize student school attendance, thereby supporting decreases in chronic absenteeism. Arts and expressive activities will encourage students in their exploration of their abilities even as the athletic and wellness components of the program encourage students to think holistically about their health.

Student Eligibility: In order to engage students who might not be eligible for or inclined to participate in other athletics programs, fitness clubs will be open to all students, without any grade point average or school attendance restrictions. Students are permitted to participate in the club while also participating in another athletic program. Students will not be required to attend all club meetings, but must attend a minimum number of practices (to be determined by CBOs and schools and approved by the Mayor's Fund) in order to be eligible to attend culminating events. Students must submit an [Interscholastic Sports Medical Form](#) and [Interscholastic Athletics Parental Consent Form](#) prior to participating in the fitness clubs.

Schedule: Fitness clubs will meet in the mornings in order to incentivize student attendance in class for the rest of the day and allow students to take advantage of in-school breakfast. Morning exercise has well-documented benefits for health and learning. Fitness clubs are expected to meet a minimum of three mornings per week.

Athletic Curriculum: The Mayor’s Fund will provide a curriculum for the athletic components of this proposed fitness club program.

Coach Certifications: CBOs must ensure that coaches complete the following courses or certifications prior to conducting any practices: First Aid, CPR/AED, and Concussion. All certifications or courses must be valid for the duration of the fitness club program. Funding provided under this grant can be used to pay certification fees.

Non-Athletic Programming: CBOs must provide supplementary programming in conjunction with the fitness clubs. This supplementary programming must include a mentorship component, as well as programs or activities related to wellness, nutrition, and art/creative expression. These supplemental activities should be tailored to the school’s population; there is no required format or content for these activities, but the Mayor’s Fund will give priority to applications that have both wellness/nutrition and artistic/creative components.

IV. Budget Per CBO

The total award for each CBO is up to \$60,000 over two years (\$30,000/year). Funds will be disbursed for year one at roughly one-half of the amounts listed and schools will be renewed for second year funding upon successful completion of year one. As noted above, in addition to the \$60k award per CBO, the Mayor’s Fund will commit \$3,000 per school for equipment and supplies and \$15,000 per school for student participation costs in culminating events over two years. These expenses will be covered as events are identified and planned throughout the term.

V. Selected CBO Obligations

Selected CBOs will be responsible for the following:

- i. Ensure fitness clubs meet according to a schedule agreed upon with the Mayor’s Fund;
- ii. Supervise the fitness club coach, ensuring he/she maintains all necessary certifications and licenses and operates the fitness clubs as agreed upon with the Mayor’s Fund;
- iii. Develop wellness, nutrition, and arts/creative activities and implement these activities as part of the overall program;
- iv. Coordinate student registration for and attendance at culminating events;
- v. Provide the Mayor’s Fund or designated coordinator any required reports on attendance, number of students served, and successes/challenges of the program.

VI. Proposal Instructions

CBOs, in partnership with DOE Community Schools, are invited to submit a proposal for this program. Proposals should include a narrative of up to four pages (single spaced, 12-point font) excluding attachments (see below). Please submit proposals electronically to fundrfp@cityhall.nyc.gov with the subject heading “*Community School Fitness Clubs.*” Questions should also be directed to fundrfp@cityhall.nyc.gov

The proposal should include:

- a. A narrative identifying a coach to lead the fitness clubs:
 - i. What is his/her background and experience with similar programs?
 - ii. Does he/she have all necessary certifications to run a high school athletic club?

- iii. If no coach has been identified, how will the CBO recruit and hire a coach with appropriate experience?
 - b. A narrative overview of the anticipated fitness club schedule:
 - i. How many meetings per week?
 - ii. How will this club integrate with other clubs the school offers?
 - c. A narrative describing the school's interest in piloting the fitness club:
 - i. Describe how the club will contribute to school wellness and culture.
 - ii. Does the school have similar clubs available for students? Will this club fill a service gap for students?
 - d. A narrative describing other athletic programs the school offers and has offered in the past:
 - i. Describe what athletic teams or clubs the school currently offers, including PSAL teams. If none, has the school requested a PSAL team or other program?
 - ii. Has the school had a PSAL team or other athletic program fail in the past five years?
 - e. A narrative describing the CBO's past experience:
 - i. What experience does the CBO have in providing mentorship, nutrition, wellness, and creative programming for students?
 - ii. Identify staff members who will be responsible for oversight and coordination of the mentorship and athletic components of the program.
 - f. A narrative describing specific nutrition/wellness and arts/creative activities or programming will the CBO provide:
 - i. Describe how these activities align with the Mayor's Fund's stated goals of providing mentorship and nutrition, wellness, and creative programming.
 - ii. Provide an outline of the anticipated schedule of activities.
 - g. A completed School Partnership Agreement (pages 6-7 of this RFP) (attachment)
 - h. The CBO's Form W-9. A blank one can be downloaded [here](#). (attachment)
 - i. Resumes of staff members responsible for oversight and coordination (attachment)
 - j. A completed Doing Business Data Form, which you can download [here](#). For more information about completing the Doing Business Data form, review this [Q&A](#) (Attachment)

Proposals are due by 5 p.m. June 14, 2018.

I. Selection Process

Proposals will be reviewed by a committee of the Mayor's Fund's and DOE's staff and partners. The technical score will be based on the following criteria:

Criterion	Points
1. The CBO has identified or established a plan to engage a coach with sufficient experience	Up to 10 Points
2. The CBO has an anticipated fitness club schedule appropriate for program expectations	Up to 10 Points
3. The CBO and Community School have strong interest in fitness club programming and this funding will fill a resource gap in the school's services	Up to 40 Points
4. The CBO's non-athletic programming is thoughtful and aligns well with program goals.	Up to 40 Points
Total	Up to 100 Points

II. Funding and Timeline

The total funding for this project is up to \$60,000 per organization, over the course of two years.

An interim report is due by the end of July 2019, and is required for the provision of second year funding. A final report must be completed by the end of July 2020. A template for each report will be shared with the selected CBOs.

**School Partnership Agreement Form
Mayor’s Fund to Advance New York City
Fitness Club Program Application**

Proposed School	
NYC DOE School District	
DBN	
Address	
Principal	

Community Based Organization Information

Community Based Organization	
Community Based Organization Contact	

1. The Community Based Organization (CBO) agrees to administer the Fitness Club Program if selected for a Mayor’s Fund to Advance New York City grant award. The school will work with the CBO to ensure that all selected students obtain the necessary medical forms and other required paperwork.
2. The CBO and School have read and understood the expectations and requirements of the Fitness Club Program application. The parties agree to work collaboratively to perform the proposed services and meet the goals outlined in the Fitness Club Program application.
3. If the CBO is invited to negotiate a contract award, this Partnership Agreement, which reflects the common vision articulated by the CBO and the School, will become an enforceable contract, and for the life of the contract.
4. The CBO will provide the School with a list of all staff members and volunteers attached to the proposed program and ensure that these individuals adhere to all New York State and New York City Department of Education regulations including fingerprinting and formal background checks.
5. The School agrees to designate an additional individual (other than the School Principal) to support the coordination and implementation of Fitness Club-related activities. Please provide the School designee’s contact information:

Name:	Title:
Telephone:	Email:

6. The School agrees to provide appropriate, dedicated space for effective implementation of the program. Please list below the proposed space(s) the school will provide:

Type of Space	Description of Space

7. The CBO and School will work collaboratively to implement the Fitness Club Program for two full school years.
8. The CBO will be responsible for hiring and training staff members to run the program, and for implementation of the program activities throughout two school years.
9. The School and CBO agree to share student information that is relevant to the program to the extent allowed under applicable rules of confidentiality.
10. The CBO and School agree to resolve any conflicts or concerns relating to the program or its participants in a timely manner through prompt communication and problem solving.
11. The CBO agrees to accept the School's code of conduct as the minimal standard of behavior it will require of its participants.
12. The CBO agrees to conform to School rules and protocols regarding the use of school space and resources.
13. The CBO agrees to comply with all applicable federal, New York State, and New York City rules and regulations relating to matters such as health, safety, and emergency procedures and reporting of incidents or accidents.

In the space below, in 200 words or less, please state any additional points of agreement:

Community Based Organization:

Partnering School:

Authorized Representative

Authorized Representative

Title

Title

Signature

Work Address

Date

Work Telephone Number

Signature

Date