KaBOOM! Application Guide
PLAY EVERYWHERE CHALLENGE GRANT

PLAY STARTS HERE!

Congratulations! Your Idea Form has been selected as a finalist for a Play Everywhere Challenge grant. As a next step, all finalists must submit a full application to be considered for grant funding.

GETTING STARTED

This application guide has everything you need to know to submit a great Play Everywhere Challenge application!

Following the instructions on the next page, complete both parts of the Play Everywhere Challenge application. *You must complete both parts to apply.* Part I is the General Application for your site. Part II contains the questions and documents that are specific to the Play Everywhere Challenge grant program.
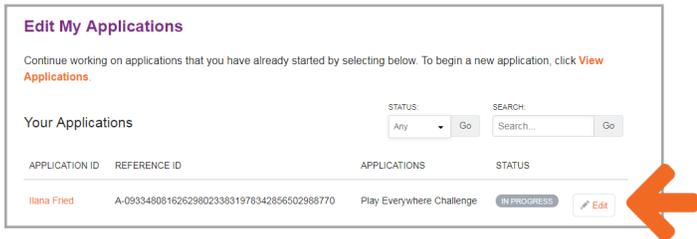
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Next steps

To be considered for grant funding, you must submit a completed Play Everywhere Challenge application. The application shares in-depth information about your organization, project site and Play Everywhere idea. Follow the steps below to start the application.

STEP 1

Log into your account on **apply.kaboom.org** to get started.

STEP 2

On the *Edit My Applications* page you will see the Play Everywhere Challenge application listed. Click *Edit* to open.
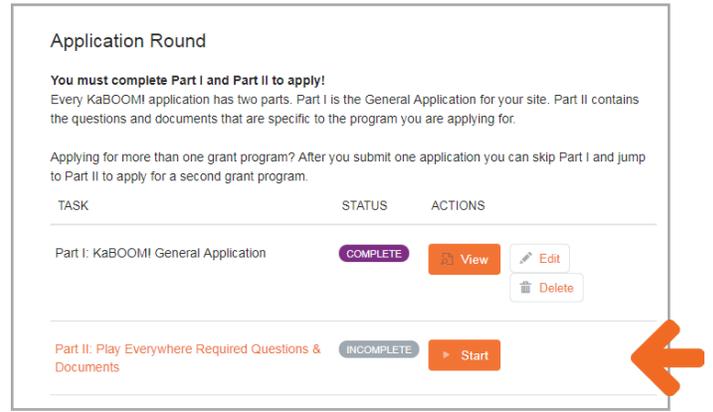
STEP 3

On the *Play Everywhere Challenge* application page select the *Continue* button to begin *Part I: KaBOOM! General Application*. You will see your completed Play Everywhere Idea Form at the bottom of the page.

STEP 4

Fill out *Part I: KaBOOM! General Application*. See **page 5** for details on Part I.
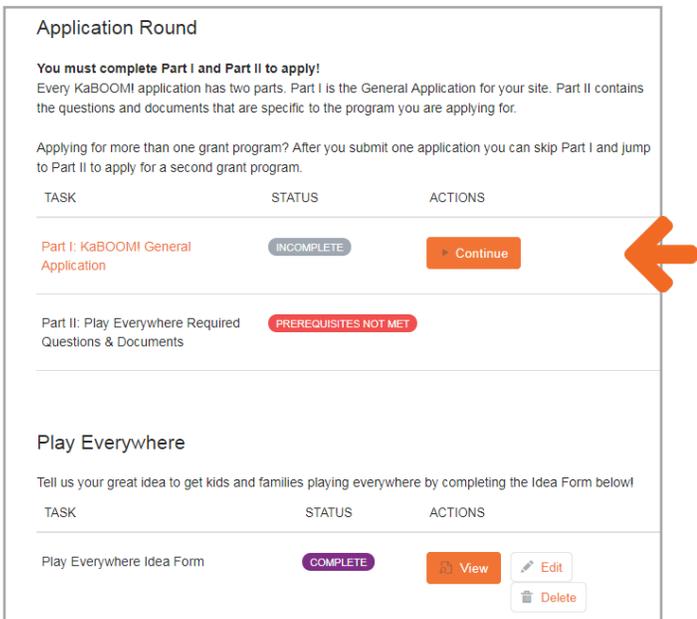
STEP 5

After you submit *Part I: KaBOOM! General Application,* begin *Part II: Play Everywhere Required Questions and Documents* by selecting *Start* on the *Edit My Applications* Page.

STEP 6

Fill out *Part II: Play Everywhere Required Questions and Documents.* See **page 7** for details.

After you submit Part I and Part II your Play Everywhere Challenge application will be fully complete!

Play Everywhere application FAQs

Do I need to be a professional grant writer to complete the application?

No! The application was designed to be simple and straightforward. Your answers do not need to be perfect, but rather genuine and clear.

Is there a way to view the full application?

Yes! To preview the full application check-out the *Preview Application* section of this grant guide. If you are logged-in to your application, you can also click on the *Preview Application* tab to download the application preview. While working on your application, you must complete all the required fields on each page of the application in order to move forward to the next page.

I noticed that there are multiple parts to the application after the Idea Form. Do I need to complete both parts to apply?

Yes! You must complete both parts of the application to be considered for funding.

Why are there three parts to the application?

At the heart of every great Play Everywhere Challenge project is a great Play Everywhere Challenge idea! We kick-off the application process with the Idea Form so that you can share your idea without spending a ton of time answering in-depth questions.

After the Idea Form deadline, the pool of potential grantees is narrowed to a group of finalists. All finalists will complete the *Part I: KaBOOM! General Application* to share important demographic and logistic information about their project. In *Part II: Play Everywhere Required Questions and Documents*, applicants will share their refined ideas and submit a project budget, timeline and community engagement plan.

Every part is essential for us to support and evaluate your project!

Can I apply for more than one grant program?

Yes! After you submit your first application go to the *Start My Application* page and select a second program to apply for. When you open the application for the new program, *Part I: KaBOOM! General Application* will show as "complete." Simply complete Part II to submit your application for a second program!

Please note that you cannot receive both a Build it with KaBOOM! grant and a Build it Yourself grant at the same location.

My organization has multiple facilities or sites that we would like to apply for. How do we apply for more than one site?

It's complicated! Please contact **apply@kaboom.org** or call 202-464-6428. Our team will walk you through the process.

I can't complete my application in one sitting. Can I save it and come back later?

Of course! Make sure to click *Save and Continue* inside the application. To return to your application, login to **apply.kaboom.org** and open your application on the *Edit My Application* page.

How do I save a copy of my application for my personal records?

Click the *Download Applications* button located on the top right corner of the application page.

Why do some of the questions in the application repeat questions in the Idea Form?

It's true — some of the questions in the application are the same or similar to questions in the Idea Form. We repeat questions so that you can improve or elaborate on your answers based on the feedback you received on your Idea Form.

If you don't have any edits or changes to make to your original answer, please feel free to copy and paste your Idea Form answer into the application. On the Play Everywhere application page, click the *Download Applications* button in the upper right hand corner of the page. This will provide a PDF version of your Idea Form that you can use to copy your answers.

Continued on next page.

Play Everywhere application FAQs, *continued*

Can I apply if I am not a 501(c)3 non-profit organization or municipal agency?

Yes! If you have a great Play Everywhere idea we encourage you to apply. Funds can only be awarded to municipal agencies or registered 501(c)3 organizations so individuals or business entities that wish to apply must partner with a non-profit or municipal agency that will serve as the fiscal sponsor for the project.

In the General Application, select *"We are partnering with one or more partner organizations to apply for funding"* in response to the question *"Are you applying as an individual organization or are you partnering with another organization(s)?"*

Then, enter the information for your non-profit or municipal agency fiscal sponsor in the *Partner Organizational Information* below. Your 501(c)3 or municipal partner will be required to sign the contract and submit evidence of liability insurance in order to receive the grant funds.

Am I required to engage the community in the project before I complete my application?

While it is ideal to engage the community prior to submitting the application, we understand that the application timeline may not allow for you to receive input beforehand. In your application, please speak to your plans to engage your community in the project if you are awarded funding.

We want the community to help inform the final design for our project. How detailed should our proposed project be if it might change in the future?

The project proposal should be as detailed as possible. We know that community engagement may slightly change your designs and locations (within the neighborhood you've selected to work in), but the general idea should be the same.

Do I need a permit, and how do I obtain one?

All grantees are responsible for learning about the permit process and securing a permit if necessary. We highly recommend reaching out to your local permit-issuing municipal entity to learn about the ermit process, timeline and associated costs..

How will my application be evaluated?

Each application will be evaluated based on the following criteria. The strongest application proposals will:

- Encourage kids and families to engage in play that will activate their minds and/or bodies

- Display community partnerships and relationship building

- Be located in a public space (ex: street/sidewalk or storefront, etc.) that is highly accessible to low-income families

- Benefit low-income kids and families

- Address a challenge or need in the community that is not directly related to play

- Propose a change in the built environment

- Encourage kids and caregivers to play together

- Meet the grant period timeline *(visit our **grants webpage** for more information on grant timelines specific to the program to which you are applying)*

Who can I contact if I have questions?

apply@kaboom.org

Preview of part I
KaBOOM! General Application *(for all grants)*

BASIC INFO QUESTIONS

Has your organization previously received funding from KaBOOM!?
Y/N/Unsure

How did you hear about this opportunity?

KaBOOM! Social Media (Twitter, Facebook)
Previously worked with KaBOOM!
Another organization that has partnered with KaBOOM!
Member of KaBOOM! staff
KaBOOM! website
Miracle Recreation Representative
Playworld Systems Representative
Landscape Structures Representative
Burke Representative
LetsPlay.com
Other

CONTACT INFORMATION

Primary Contact
Who should we contact for follow-up questions regarding your application?

First and Last name
Title
Email
Phone/Cell Phone

Secondary Contact
Who should we contact if your primary contact is not available?

First and Last name
Title
Email
Phone/Cell Phone

Organizational Information

Name of Organization
Organization's website
Facebook url *(example: facebook.com/kaboom)*
Twitter url *(example: twitter.com/kaboom)*
Mission Statement
Organization's Mailing Address (City, State, Zip code, County)

Who has the legal authority to sign contracts on behalf of your organization?

First and Last name
Title
Email
Phone/Cell Phone

Which category describes your organization?

501(c)3 Non-Profit Organization
City or Municipal Agency (Public Schools, Public Parks, Other City Agency)
Business or For Profit Entity
Other/(please specify)

If non-profit, please provide your Tax ID Number (EIN)

This is a 9 digit number. Please do not include spaces.

Are you applying as an individual organization or are you partnering with another organization(s)?
Community-Built Playground and Creative Play applicants are not required to be or partner with a non-profit or municipal agency but partnering with one is strongly encouraged.

We are applying as an individual organization.

We are partnering with one or more partner organizations to apply for funding.

If partnering with one or more partner organizations:
Partner Organizational information *(optional)*
Name of Organization
Organization's website *(optional)*
Facebook url *(optional) (example: facebook.com/kaboom)*
Twitter url *(optional) (example: twitter.com/kaboom)*
Mission Statement
Organization's Mailing Address (City, State, Zip code, County)
Organization Category
EIN

Is your organization or your partner organization(s) religiously affiliated? Y/N

If Yes, please describe the nature of the affiliation.

Please share if your logo incorporates religious symbols, if you offer religious programming and/or if the land where the playspace will be located is owned by a religious organization.

ABOUT YOUR COMMUNITY

Use this section to describe your community and share why it is important for your organization to provide opportunities for play to the children and families you serve.

Briefly describe your organization's history and the overall scope of your programs and services.
Include a comprehensive list of the programs your organization provides. If your organization offers programs at multiple locations, please only list the programs that you provide at the site where the play equipment will be located.

Describe the community you serve and the neighborhood and/ or children who will use the play equipment or Community-Built Playground. Why is it important for your community and the children you serve to have new play area or equipment?
We want to know what makes your community unique and why you need this grant! Feel free to overshare.

Is there an event motivating your community to apply for this opportunity?
Example: A natural disaster or other event that impacted the quality of life for members of your community.

Site information
This is the address where the play equipment or Play Everywhere project will be located. You must list a full address. Providing a cross street or a blank address instead of a street number will delay consideration of your application.

Street Address
City, State, Zip Code, County

How many children will use the proposed play equipment?
Please do not multiply the number of children you serve per day by seven or 365 to calculate the number served per week and per year.

Per Day: How many children do you serve on an average day?

Example: King Elementary has 400 students. Per Day total is 400.

Per Week: How many individual children do you serve in an average week? Every child who visits the site should only be counted one time, even if they visit the site multiple days of the week.

Example: King Elementary has 400 students. Once a week they host a soccer program attended by 100 kids who are not enrolled at the school. Per Week total is 500.

Per Year: On average, how many children do you serve a year? Take the number of children served per week and add the number of additional children you serve through annual events or turnover at your site.

Example: King Elementary Per Week total is 500. Every year they host a fall festival attended by 100 kids who are not enrolled in the school. Per Year total is 600.

Describe how you calculated the number of children served in the previous question.
Please note the programs, events and circumstances behind the number of children that you have shared.

What age range(s) does your organization serve at this site?

Under 2, 2–5, 5–12, 12–18, 18+

Which categories describe the children you serve at this site?
Percentage should total 100

Asian Not Hispanic or Latinx
White Not Hispanic or Latinx
African American/Black Not Hispanic or Latinx
American Indian or Alaska Native Not Hispanic or Latinx
Hispanic or Latinx
Other

What percentage of children served qualify for Federal Free or Reduced Price Lunch (FRPL)?
If your organization does not know the FRPL indicator, note how many children qualify for a voucher program, scholarships or any financial assistance programs.

What is the median household income of the population you serve at this site?
If your organization collects information on the median household income of the individuals you serve, please include. If median household income information is unavailable through your organization's data, please use the Census Community Facts at **factfinder.census.gov** *to define the income based on the census tract nearest to the proposed site.*

Is there anything else you feel like we need to know about the ethnicity or socio-economic status of the population you serve?
Clarify information that did not fit in sections above.

> ## PLEASE NOTE
>
> You **will not be able to edit** the *Part I: KaBOOM! General Application* after you submit. Please make any final edits to Part I before you submit and proceed to Part II.
>
> After you submit Part I you will return to the application page. Select *Part II: Required Questions and Documents* to continue your application. You must complete both parts to apply!

Preview of part II
(for Play Everywhere Challenge only)

Tell us about your Play Everywhere Challenge idea and your vision for a shared, convenient, inviting, challenging and wondrous space in your community!

REQUIRED QUESTIONS

Project Name

How would you like people to refer to your Play Everywhere idea?

Describe your Play Everywhere Challenge project

Describe your project and how it will lead to the transformation of a space that inspires kids and families to play.

Sample answer:
We would like to create Koreatown's first permanent play street. Specifically, our project is to create a sanctioned play street with traffic calming installations, new signage and interactive play opportunities on the sidewalk, including painted sidewalk games and mazes. This play street will be featured on Wilshire Boulevard and is on the path to an elementary. It is a commonly traversed path for many of the elementary school's kids and parents and therefore will allow kids to "play along the way" as they walk to and from school.

As part of the traffic calming installations, we will install a mini round-about with colorful native plants and four curb extensions. For the signage, we will install two new yield signs to replace two stop signs and install several colorful "kids at play" signs to advertise that this is a playful area. Together, these installations will help create an environment where pedestrians feel much more comfortable.

For the play opportunities, we will paint two sidewalk games—one hopscotch and three mazes. Additionally, we will plan on painting different color plants and animal scenes along the street so that children can play with the paintings. The plants and animals we paint will be representative of the plants and animals native to Los Angeles.

Beyond increasing play opportunities in your community, what is the impact (both short-term and long-term) that you hope to achieve with your Play Everywhere Challenge project?

Sample answer:

SHORT TERM
By creating our city's first play street, and through traffic calming installations, signage and play opportunities, more children in the Koreatown neighborhood will play on their own and together with their families, particularly as they walk to and from the nearby elementary school.

The project will ensure that motorists are forced to slow down and respect children's play, and thereby improve safety in the area.

LONG TERM
Specifically, we hope to decrease the number of traffic accidents along Wilshire by at least ten percent.

We hope the project will become a model for other neighborhoods in Los Angeles.

Since the community will help design the space, we hope that it will help to also inspire community pride.

Site Photos
All photos must be attached as .jpg, .png .jpeg, or .pdf files.

Please submit 2-3 photos of the space where you plan to install your Play Everywhere Challenge project. Please make sure photos show different angles of each space.

Project Design
All photos must be attached as .jpg, .png, .jpeg, or .pdf files.

Share a detailed visual depiction of what your project will look like.

Check-out our **Play Everywhere Gallery** and our **Play Everywhere Playbook** for design guidelines and examples!

My project will be (choose one):
Select an option based on the length of time that your project will be installed.

Permanent (1+ years)
Semi-Permanent (1–12 months)
Temporary (30 days or less)

Where will your project be located?

My project will be located at one site.

My project will be installed at multiple sites or locations.

Example: A community plans to install giant see-saws at three laundromats in their neighborhood. The community would select "multiple sites or locations" and would note the address for each laundromat below. If the community planned to install giant see-saws in three different areas of a large city park, the community would select "one site."

If "multiple sites" are selected

List the addresses for each location where your project will be installed.

Preview of part II, *continued*

COMMUNITY ENGAGEMENT

In this section, tell us your strategy to engage the local community in your Play Everywhere Challenge project. We want to understand how you are collaborating with your community during the design phase and how you will continue to engage your community if selected.

Who do you plan to engage in your Play Everywhere Challenge project? Be specific!

The types of stakeholders you want to engage may vary, from those you envision as primary visitors to those who can help support your project in some way (sponsor, champion, maintain). Examples include a local Boys & Girls Club, a business owner or members of the city council.

How will you engage your community during different phases of your project (vetting, design, installation and post-completion)?

Sample answer:
We will conduct a design workshop with the above mentioned partners and community members, with kids present, to come up with creative design ideas. We will then work with city officials to secure the proper permits needed to implement the Play Street's permanent installations (i.e., road signs and roundabout). Continued conversations will be had with local businesses and council members to ensure consistent community involvement. We will work with the school and local artists to ensure kids' continued interest in the installation through regular creative cosmetic upgrades.

How will you spread the word about your project in order to engage community members in the project before and after it is installed?

Sample answer:
We will have the aforementioned design meeting, conduct door-to-door outreach, send out robo-calls from the school and participate in council meetings. We will create a Facebook page for the Wilshire Play Street that will provide regular updates to community members about the planning process, involvement opportunities and future cosmetic changes and play events.

IMPLEMENTATION: BUDGET

A Play Everywhere Challenege grant may cover the total cost of your project or you may supplement Play Everywhere Challenge grant funding with additional funding. The source of additional funding should be noted in your budget and must be identified prior to submitting your application.

Budget Worksheet *(upload)*

Download the **Budget Worksheet template.** Once you have filled it out, upload the completed template.

Budget tips

- *Clearly explains the purpose of the cost*

- *Shows the cost estimate is realistic and grounded in past data*

- *Mentions the item the cash donation is for, or states "unrestricted" if you can use it however you'd like (In-kind contributions refer to the donation of goods and services, rather than cash)*

Make sure you've thought through the cost of physical materials, labor (staff and consultants/contractors), fees for permitting and permission and transportation costs (for goods and potentially people).

Awards can be used for staff time that is directly related to the implementation of a project. Hiring an artist or other professionals is acceptable! The need should be clear and reasonable in your proposal. Please note award money should only be used for project implementation staff time, not general overhead costs.

When possible, base your estimates in a discussion with the vendor and/or past experience. Try to get a quote.

Total Budget
Write the "Total Budget" amount that you calculated in the Budget Worksheet.

Funding Requested from KaBOOM!
Write the "Funding Awarded from KaBOOM!" amount that you calculated in the Budget Worksheet. This is the amount of money that you are requesting from KaBOOM! for your Play Everywhere Challenge project.

Preview of part II, *continued*

IMPLEMENTATION: TIMELINE

Visit the **Play Everywhere Grants page** to review the timelines for open Play Everywhere Challenge grant opportunities.

Timeline Worksheet

Download the **Timeline Worksheet.** Once you have filled it out, upload the completed worksheet.

Timeline tips:

- *When developing your project timeline, aim to be goal-oriented but realistic!*
- *Your dates for these milestones should be roughly sequential, with some flexibility for the order of the first three milestones.*
- *Talk to the person responsible for each activity to confirm that your timeline estimates are in line with their expectations.*
- *For activities outside your full control, show that you've thought through any risks and tell us your back-up plan.*
- *Confirm these dates align with your stated milestones.*
- *Tie your activities to major milestones so it is clear to us what you are hoping to achieve.*

Date when the project will be completely installed:

MM/DD/YYYY

Time period when the project will be open to the public:

Start Date and End Date

Are you required to secure a permit to install your Play Everywhere Challenge project?

Yes

No, I have confirmed with my local office that permits are not required for my Play Everywhere Challenge project.

I don't know

Please share any information that you have learned about the permits that are required.

Please include the type of permit and the timeline required for securing the permit.