



Massachusetts Councils On Aging

Date: May 15, 2018

To: Members of the Massachusetts Councils on Aging

From: Lynn Wolf, Communications Manager

Re: Grants for Hosting a **Go4ife Family Fun Walk** (previously Go The Distance One Mile Walk Challenge)

We encourage all COAs with or without walking clubs to host a community walking event/celebration during September 2018. This year's events will have the theme of Go4Life Family Fun Walk.

We are offering grants to all Councils on Aging on a first-come, first-served basis; however, those with existing Walking Clubs will be given priority. **The grant will provide \$300 to COAs to help with costs related to organizing a Go4Life Family Fun Walk in September.** MCOA is able to offer programs due to the financial support it receives from Blue Cross and Blue Shield of Massachusetts.

- Applications are due June 15, 2018.
- The grant period is July 1, 2018 through September 30, 2018.
- We can sponsor up to 40 sites.
- We hope at least 60 towns across Massachusetts will host this annual event and try to make walking a much bigger theme for the residents of your town – of all ages!
- It could be a great way to showcase the walkability of your downtown area by holding the walk on downtown sidewalks or around the perimeter of a cherished park.
- Grant opportunities are available to COAs who are both members of MCOA and up to date on MCOA dues through the current state fiscal year.

Community Celebration of Walking -- 2018 Go4Life® Family Fun Walks

- These walks will be a **great motivator** for many people who join a walking club in May and June. They can slowly increase their walking distances so that they will be able to walk a half-hour by September, accompanied by family and friends!!
- This is a **great event for your walkers, their family members and friends, and people of all ages in your community.** Imagine a club walker bringing their daughter, grandson and great granddaughter with them to the Family Fun Walk!!

- **We're looking for this year's event to be an intergenerational activity** and encourage sites to work with their Parks and Recreation and School departments for site location and engaging young people in the walk.
- This is also a great opportunity to engage local businesses to sponsor water, balloons, table tops, raffle prizes, and other event fare.

Support from MCOA for the Go4Life Family Fun Walks

In addition to these planning grants, MCOA will provide:

- Gift card prizes for walkers who will be selected at random from all walkers statewide.
- A full set of **tools for organizing this event are NOW AVAILABLE on www.mcoaonline.com/keepmoving**.
- MCOA will provide a colorful poster template that you can localize with your walk information.

Application Instructions and Contract Terms

- To apply, complete the application online at: <https://mcoaonline.com/grants/bid-opportunities/go4life-family-fun-walk-rfp-application/>
- Applications must be completed by June 15, 2018; contracts will be issued by July 1, 2018.
- General questions about the grant process itself or your COA's eligibility may be directed to my attention, via lynn@mcoaonline.com, or to Shari Cox at shari@mcoaonline.com .
- These grants will be paid out on a "Cost Reimbursement" basis, meaning COAs incurs costs and submits invoices for reimbursement to MCOA, attention Grants Manager, during the project period and up to 60 days after the end date for the project period.
 - The address to submit an invoice is: MCOA, Attn: Grants Manager, 116 Pleasant Street, Suite 306, Easthampton, MA 01027.