



THE BROOKSIE WAY MINIGRANTS

HONORING THE MEMORY OF
BROOKS STUART PATTERSON

EVERYONE DESERVES A CHANCE TO REACH THEIR FULL POTENTIAL



MINIGRANT CRITERIA

What is the Brooksie Way minigrant program?

The Brooksie Way gives back to the community by providing minigrants that support projects that aim to improve the quality of life of residents in Oakland County. Program details, such as when applications are due and when the grants will be distributed, are announced at the beginning of each calendar year and can be found at www.thebrooksieway.com/pages/minigrants. The minigrants are funded from race proceeds.

About The Brooksie Way

County Executive L. Brooks Patterson announced the Brooksie Way Half Marathon, 10K and 5K race/walk in 2007 to enhance the quality of life for residents of Oakland County by promoting healthy, active lifestyles. The event is named in honor of the County Executive's son Brooksie, who died after a snowmobiling accident in 2007. The Brooksie Way celebrates his model for life and living: "Enjoy life and do it the Brooksie way."

The Brooksie Way begins and ends on the campus of Oakland University, runs through Rochester and Rochester Hills and includes parts of the Paint Creek and Clinton River trails. Four thousand runners participated in the inaugural 2008 Brooksie Way and thousands more – from all over Michigan and beyond – participate each year in what has become one of the most picturesque and popular run/walks in Michigan.

Who can apply for a minigrant?

Local communities, groups, schools and non-profit agencies operating in Oakland County that engage in a fitness, activity-related or healthy living project or event that targets Oakland County residents can apply for minigrants. Events must take place within Oakland County.

How much money can my organization ask for?

Applicants may request up to \$2,000. The program is competitive and is reviewed by a minigrant committee that recommends funding based on established criteria.

What should I keep in mind when completing the application?

- Preference will be given to applications where the Brooksie Way minigrants will fund specific fitness, activity and healthy living projects.
- Minigrants cannot be used to pay for salaries or general expenses.
- Preference will be given to organizations that have sustainable programs with continuing impact.
- Include your organization's overall budget plus a budget for the how the minigrants funds will be used. Include any additional funding sources if applicable.
- Include a detailed plan for the project and how the Brooksie Way minigrant specifically will be used.
- The Brooksie Way minigrants are designed to fund new initiatives and start-up programs – not to provide continuous funding of existing projects or programs.
- An organization that has received a minigrant can apply for another grant as long as it is for a different project or program.

What are some examples of how Brooksie Way minigrant dollars have been used?

The Brooksie Way minigrant program encourages innovative ideas, such as:

- Community walking programs
- Swimming clubs or senior/youth swimming programs

- Activities for students outside of the school curriculum
- Neighborhood or association sport activities, such as basketball, soccer, baseball, football, etc.
- Nutritional education programs paired with low-cost exercise, like walking or running
- Community or senior centers offering new physical fitness programs
- Purchase of sports or athletic equipment for underserved in the community

What projects will not be funded with a Brooksie Way minigrant?

- Capital expenses, such as construction, renovation, purchase of a facility, etc.
- School teacher salaries, in-service, released time or school administrative costs
- K-12, college or university faculty, payments to students for school-related activities or projects
- Consultants who are members of the applicant’s staff or board
- Existing deficits, licensing fees, fines, penalties, interest or litigation
- Food or beverages for hospitality or entertainment
- Fundraising or allocations to endowment or other restricted funds
- Funds which the applicant would re-grant to other organizations
- Operating costs not directly associated with the project
- Other purposes not consistent with the Brooksie Way mission

Assembling and mailing your application

An original and five copies (total of six sets) of the application form, budget and organizational profile must be submitted together as an application packet. Do not put your application in a binder. Staple the application form, your budget and organizational profile in the upper left-hand corner. Keep a copy for your records as application materials will not be returned. The Brooksie Way is not responsible for lost or damaged applications.

Mail your completed application packets to:

The Brooksie Way Minigrant Committee
 Attn: Jenna Kearns
 PO Box 81576
 Rochester, MI 48308

How will my organization be notified if we have been chosen to receive a Brooksie Way minigrant?

The person listed on the application as the organization’s contact will receive a telephone call if you have been chosen to receive a minigrant. If your project was not chosen to receive funding, you will receive notification by email. All decisions of the Brooksie Way minigrant review committee are final.