

# The Injury Free Allstate Foundation New Orleans "Little Hands" Neighborhood Playground Partnership

## Application



# **The Injury Free Allstate Foundation New Orleans “Little Hands” Neighborhood Playground Partnership Playground Build Application & Instructions**

The building of the Lyon’s Community Center Playground in the Garden District of New Orleans is one of four community-built playgrounds Injury Free Coalition for Kids (Injury Free) and the Allstate Foundation have made possible along the Gulf Coast. These efforts further the mission of the Allstate Foundation and Injury Free. Injury Free Coalition for Kids is a national program headquartered at the Columbia University, Mailman School of Public Health. The Coalition is helping to reduce injuries, the number one cause of death and hospitalization of young people. During the last 16 years, Injury Free has shown through research, education, advocacy, and evaluation, that building accessible, safe places for children to play prevents injuries.

In addition to preventing unintentional injuries to children, community interventions involving the creation of “Safe Play Spaces” such as the Little Hands playground projects revitalize distressed neighborhoods and reestablishes community spirit and pride by empowering a broad based coalition of residents with the skills and relationships necessary to improve the quality of their lives. Accordingly, these community-built playground projects make neighborhoods safer places for children and their families to live and play.

The Allstate Foundation and Injury Free Coalition for Kids have a history of promoting safe and vital communities that emphasize tolerance, inclusion, diversity, and economic empowerment through the Little Hands playground projects. Since 2001, their partnership has made possible the creation of “Safe Play Spaces” in communities located in 23 cities across the country through 33 Little Hands playground projects. This includes four Allstate Little Hands playground projects in the Gulf Coast cities of Ocean Springs, MS, Biloxi, MS and just recently in New Orleans, LA.

Forty-eight hours into the 2008 New Year, representatives from the Allstate Foundation, Injury Free and Operation Kids joined forces with the Drew Brees Foundation, the New Orleans Recreation Department (NORD), the City of New Orleans, and the residents of the Faubourg Delachaise Neighborhood Association to build a Little Hands playground. This community-built playground project pumped new energy into a community surrounded by remnants of Hurricane Katrina and changed the lives of the people living there by providing a safe place for the children to play and heal.

Seeing the devastation and understanding the need for more safe play spaces in New Orleans, the Allstate Foundation has committed \$500,000 to build five additional Little Hands playgrounds in New Orleans during the next three years.

New Orleans Neighborhood Associations representing neighborhoods, which have been restored following Hurricane Katrina, may compete for one of the five \$75,000 grants. These grants are to be used to coordinate community-built playgrounds. Specifically, funds are to be used toward the cost of a customized Little Tikes commercial playground and related expenses including rubberized soft tile or Poured-in-Place safety surfacing from Sofsurface, Inc. An additional \$10,000 will also be provided for maintenance and repairs needed over the next five years. This Request for Proposals is highly competitive. The playgrounds will be built between December 2008 and December 2010. Build dates will be assigned upon project selection. All builds will be held on weekends and require extensive participation from community residents.

A site selection committee will review proposals and select the neighborhoods in which playgrounds will be built. Tania Hahn of Hahn Enterprises, Inc. will provide 2-D and 3-D renderings of the playground and surfacing for selected projects.

The selection committee consists of representatives from: the Allstate Foundation, NORD, the Injury Free Coalition for Kids, the Drew Brees Foundation, Operation Kids, and a New Orleans Community Coordinator.

**Proposal:** Using a maximum of three pages, please provide the information requested below.

**Note:** The page limit refers only to the proposal and does not include the required attachments.

1. Describe the physical site you identified. Explain how and why you chose that particular site.
  - a. The proposed site must be New Orleans Recreation Department property.
  - b. Attach a New Orleans map illustrating site of choice and its proximity to other play spaces.
  - c. Describe the condition of other play spaces in the area.
2. Demonstrate the need for a safe playground in the community of choice.
  - a. Provide information about the number of children who would use the playground and any other information you have about your neighborhood.
  - b. Substantiate the need for a safe playground at the particular site chosen with photos that show the site and point out any apparent hazards.
3. The project must be headed by a community advocate in your neighborhood and involve the neighborhood association. The community advocate must identify other partners that will be involved with this project. Note: In addition to working with the neighborhood association and community partners, the designated community advocate will collaborate with the Injury Free Coalition for Kids National Program Office, Little Tikes, the Little Hands Playground Project Coordinator, and the New Orleans Community Coordinator.
4. The community advocate will also be responsible for making sure at least 50 volunteers are available to take part and that the appropriate tools are available. A list of tools will be provided to project coordinator. Injury Free will also work with the community advocate to develop fliers to secure volunteers and tools necessary for the build.
5. The community advocate will work with the Injury Free Coalition for Kids Director of Communications who coordinates playground build and dedication media launch events with The Allstate Foundation, The Ehrhardt Group, the City of New Orleans, and other participating partners.
6. Attach letters of support from the neighborhood association, elected Officials from the community, businesses, churches, schools, police department, fire department and/or other community organizations and sources of support.
7. Provide a line item budget and budget narrative for \$75,000. It should include equipment, surfacing, signage, and other sources of support.



## Template – Letter of Commitment from Community Advocate

<date>

Barbara Barlow, MD  
Columbia University/School of Public Health  
722 W. 168th Street, Room 821 H-I  
New York, NY 10032

Dear Dr. Barlow,

I, <Name of Rep>, the Neighborhood Association President for <Neighborhood Association> am committed to the development of safe play spaces as an effective tool in injury prevention and community revitalization.

I agree to work with \_\_\_\_\_, our community advocate, the Little Hands Playground Project Coordinator, the staff of Injury Free Coalition for Kids, the Allstate Foundation, and The Ehrhardt Group and Little Tikes during the entire process of completing a Little Hands community-built playground, funded in part by The Allstate Foundation in partnership with the Injury Free Coalition for Kids, Little Tikes and other partners.

I understand that this process includes:

1. Site selection
2. Playground design development
3. Building a coalition of community stakeholders
4. Community build
5. Playground dedication ceremony
6. Any media activities associated with the playground
7. Furthermore, I also understand that strong community relationships are the key to making sure Little Hands Playgrounds remain a safe place for children to play for years to come.

Sincerely,

<Name of Neighborhood Association President>,  
<Title>

# CHECK LIST

**Cover Page**

**Proposal** (Includes proposal narrative, and other required attachments)

**Narrative** (Maximum of 3 pages)

**NORD site chosen:** \_\_\_\_\_

Description of the physical site identified

Identify community partners involved

Demonstrate the need for a safe playground in the community of choice

Number of children and characteristics of chosen community

New Orleans map showing chosen playground and its proximity to other playgrounds

Photos of proposed playground site

If others are contributing to the playground project, please describe any additional donations that you have obtained.

Identify and provide contact information for the Community Advocate who will coordinate the build, dedication, and media launch

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Identify community members and organizations willing to assist with food, tools, and other essentials for build and dedication days

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Required Attachments**

Letters of support from the neighborhood association, elected Officials from the community, businesses, churches, schools, police department, fire department and/or other community organizations and sources of support

Map(s) indicating site and the proximity of other play spaces

Photos of the site to sustain the need for a playground

Budget, budget narrative, and other sources from which funding will be obtained

Send two originals and six copies for delivery to:

DiLenny Roca- Dominguez  
Columbia University  
Injury Free Coalition for Kids, National Program Office  
722 W. 168th Street, Room 821 H-I  
New York, NY 10032





***Every child is entitled to live and play in safe places.***

***They're in good hands with Allstate.***



### **About The Allstate Foundation**

The Allstate Foundation is an independent, charitable organization made possible by subsidiaries and affiliates of The Allstate Corporation. The Allstate Foundation supports community initiatives to promote “safe and vital communities,” “tolerance, inclusion and diversity,” and “economic empowerment.” The Allstate Foundation believes in the financial potential of every individual and in helping America’s families achieve their American dream. More information on The Allstate Foundation is available at [www.allstate.com/citizenship/Allstate-foundation.aspx](http://www.allstate.com/citizenship/Allstate-foundation.aspx).

### **About the Brees Dream Foundation**

The Brees Dream Foundation was established in 2003 by Drew and Brittany Brees to help fund cancer research programs while also helping with the quality of life and pursuit of happiness for patients with cancer. It is also focused on promoting the progress, success, and education of youth through scholarship programs and other events that will provide growth opportunities and aid in the development of future leaders. For more information on the Brees Dream Foundation, visit [www.drewbrees.com](http://www.drewbrees.com).

### **About the Injury Free Coalition For Kids**

The Injury Free Coalition for Kids is among the country’s fastest growing and most effective injury prevention programs. The coalition is a National Program of the Robert Wood Johnson Foundation and is located in Columbia University’s Mailman School of Public Health. It is comprised of hospital-based, community-oriented programs, whose efforts are anchored in research, education, and advocacy. Currently, the coalition includes 44 sites in 40 cities, each housed in the trauma centers of their participating institutions. For more information about child safety, call the Injury Free Coalition for Kids at 212-342-0514 or visit [www.injury-free.org](http://www.injury-free.org).

