



Grant Follow-Up Report for Organizations

Organization Information

Date: 11/15/2013

Fiscal Agent: [Click here to enter text.](#)

Intervention Contact: Jennifer Alford

Title: Board Member

Telephone: 734-433-1053

Email: jmcgeown@med.umich.edu

Program Information:

Intervention Name: Run for the Rolls

Number of individuals participating in this intervention: 200

Check List

xThe Grant Funds were utilized as designated

xFunds were disbursed to vendors of equipment or services and/or to nonprofit organizations providing direct services; no cash awards were made to clients.

xThis report is being submitted within the time requested in the grant award letter.

Attachments

xA complete expense report that demonstrates how the grant award was used. If this is an Interim Report, please indicate expenses to date.

If the full amount of the grant was not necessary to provide the approved services or programs, a check from the agency is enclosed for any unused funds above \$100.

Amount Returned - [Click here to enter text.](#) Reason - [Click here to enter text.](#)

xA photo(s) of the program (if appropriate). Photos will not be returned.

xCompleted Photo Release Form

Narrative Responses

1. Referring to the goals described in your intervention (or any revisions submitted subsequent to the grant award), please indicate the following:
 - a. What were your major accomplishments?
 - b. What measures were used to determine effectiveness
 - c. Was this intervention effective? (Please provide supporting data)
 - d. What were the unexpected results or key learnings?

This year Run for the Rolls had our largest participation numbers ever for the 1 mile run. Our goal was to register at least 200 runners/walkers and we surpassed that by a few. Participation levels were evaluated to determine if we met our goals. The Run for the Rolls Board was quite

pleased that we saw such a large number of participants register for the race. As we have seen in past years, our number one participants are children 9 and under with kids in the 10-14 age group close behind. 56 participants were under the age of 9 and with those children many had parents running alongside them. The event shows that we are able to encourage multiple generations to be active together. This year we had an improved website, thank you to a grant also received from The Chelsea Area Wellness Foundation, which allowed RFTR to better define our race and encourage participants from surrounding communities. This year also was the first time we sent emails through mail chimp to our past participants to remind them to register. This action was another intervention to encourage participation and may have improved our numbers this year as well.

2. Describe any setbacks encountered during the period of this grant
 - a. How did these setbacks impact the intervention?
 - b. How were these setbacks addressed?

For the first time ever, Run for the Rolls, created a program to encourage students from area schools to participate in a school challenge. The School Challenge was shared with the 5 healthy towns and awarded the school with the most participants a monetary prize. In order for this program to be successful and to allow for a monetary reward, a certain number of participants from a school must register individually for the event. The RFTR board found that it was difficult to obtain 35+ registrants from one school to fund the program. One of our major challenges is that we have always encouraged families to participate by offering a family registration deal at 35.00/family. If families with school aged children registered for the family registration (which was a cost savings) we were not able to recoup enough registration fees to move forward with the school challenge. This is an area that is under review and we are looking at ways to revamp the program to continue without having to change family registration offerings.

3. Indicate if program goals were altered in any way and why.

No, we continued to work toward larger participation and reached our goal of 200 participants.
4. Should this intervention be continued?

Yes, we are continuing to pull many generations of community members to be more active together. These participants also run the parade route in front of many spectators; which draws new people to want to participate after seeing a friend run the event.
5. If yes what steps are being made to ensure the sustainability of the intervention beyond this grant period?

Run for the Rolls continues to solicit community businesses to sponsor the event with success and is also continually working toward limiting costs without affecting the quality of the event.
6. If your program involved collaboration with other organizations, please comment on the value the collaboration.

Run for the Rolls has been well supported by Rotary Club serving many years to help register and volunteer on the course. This year we had two individuals that participated in the 2012 as well as this years race that were recognized by the Governor's Council. These two runners were Chelsea residents who were running despite disabilities. One of the individuals was awarded

The Governor's Council Award for Conquering Obesity because of experience from running in the Run for the Rolls.

7. How did this intervention impact the organization responsible for implementation?
The intervention allowed RFTR to continue to offer a quality race for Chelsea residents and surrounding community members at a very low cost. One of the major factors in deciding which event to participate in is the organization of the event and its offerings such as race shirts, awards and chip timing. Thanks to The Chelsea Area Wellness Foundation, RFTR could offer these race perks to our participants.
8. If fiscal agent is different than those responsible for implementation, use this space for feedback from the fiscal agent, if any
[Click here to enter text.](#)

xApproval of Exec. Director or Equivalent Cindy Triveline
name