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Elmer G Biddick
CHARITABLE FOUNDATION
11623 State Road 80 Livingston, WI 53554
Phone (608) 943-6363 Fax (608) 943-6365
www.biddickfoundation.com

Brian D. Nadolt - President
Rachel L. Jordan - Vice-President
Bradley D. Biddick - Secretary/Treasurer

Daniel B. Biddick
Peggy J. Biddick
James W. Neuenhart
David Warner

GRANT APPLICATION. Due Dates April 15th and November 1st

Date: March 14, 2014

Name of Organization (must match IRS 501(c)(3) designation) Upland Hills Health

Address 800 Compassion way

City, State, Zip Dodgeville, WI 53533

Phone 608-930-8000 ext 3750

Person Responsible for the Grant Laura Isaacson MS, RD, CNSC

Position in the Organization Clinical Nutrition Services Team Facilitator

Organization's Purpose Our mission is to consistently meet and exceed the expectations of those we serve, to lead a partnership with the communities, participate in the provision of health services to the underserved, and approach the patient as a whole person.

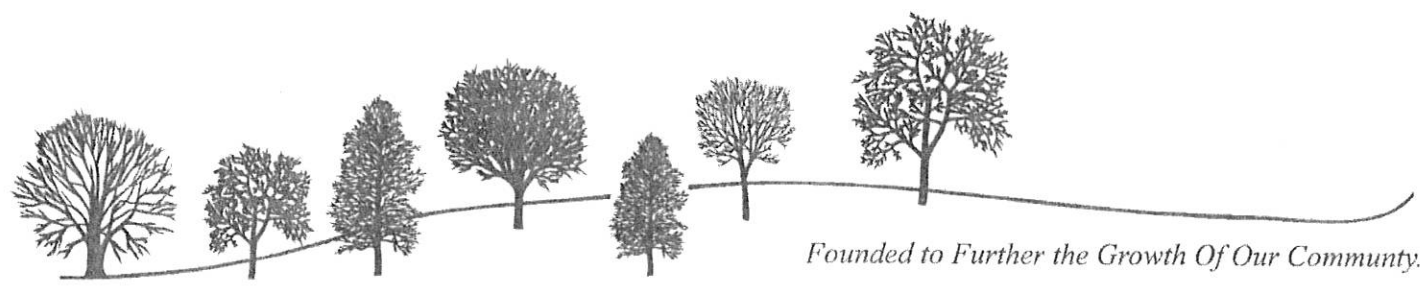
This application must include your organization's latest IRS Letter of Determination showing exemption and public support status. (Not required for units of Government & public schools).

Grant Request \$ 5,000

Describe the reason for this grant request in the space below:

please see attached.

-Application continued on next page-



Founded to Further the Growth Of Our Community.



Laura Isaacson MS, RD, CNSC
800 Compassion Way
Dodgeville, WI 53533
608-930-8000 ext. 3750
isaacsonl@uplandhillshealth.org

March 14, 2014

Elmer G. Biddick Charitable Foundation
11623 State Road 80
Livingston, WI 53554

Dear Members of the Elmer G. Biddick Charitable Foundation,

According to the Centers for Disease and Prevention, heart disease and diabetes are two of the leading causes of death in the United States. Furthermore, they are major contributors to health care costs. The total cost of direct medical expenses and reduced productivity attributed to these diseases in 2013 totaled \$342.9 billion. Rising health care costs are unsustainable, and the health of Americans continues to decline; thus, lifestyle changes are imperative to prevent and treat these chronic diseases.

According to the American Diabetes Association, 25.8 million people in the United States, or 8.3% of the population, has diabetes. In 2007, diabetes was a contributing factor in 231,404 deaths in the United States. In addition, diabetics are at a 2 to 4 times greater risk of developing heart disease and stroke than people without diabetes. Diabetes can also lead to additional medical complications, including high blood pressure, blindness, kidney disease, neuropathy, and limb amputations. Heart disease is another common disease in the United States. In fact, it is the leading cause of death in the United States, with 600,000 people dying of heart disease each year (1 in every 4 deaths).

The key to preventing and treating diabetes and heart disease is implementing lifestyle strategies, such as healthy eating and physical activity. Good nutrition management can help to prevent and treat chronic complications of diabetes and heart disease, so patient education is imperative. The recommendation for both diabetes and heart disease is to eat a healthy diet that is low in salt, total fat, saturated fat, and cholesterol and rich in fresh fruits and vegetables. Because of the complexity of nutrition issues, a Registered Dietitian is the key in teaching people how to make healthy food choices.

The purpose of this grant request is to produce two nutrition education videos that would air on the Upland Hills Health Hospital television channel as well as link to the Upland Hills Health website. We anticipate that there will be other uses for these educational videos as well, such as local television channels. The two programs would be 30 minutes each and would focus on healthy eating for diabetes and healthy eating with a low salt diet. The Upland Hills Health Registered Dietitians would work with the Director of Marketing at Upland Hills Health to incorporate nutrition education as well as a cooking

demonstration highlighting healthy recipes. Attached is a proposal from Total Media Productions, which includes more specifics regarding production and price.

Thank you for your consideration, and please do not hesitate to contact me with any questions.

Sincerely,

Laura Isaacson MS, RD, CNSC

Laura Isaacson MS, RD, CNSC

Upland Hills Health Clinical Nutrition Services Team Facilitator



March 11, 2014

Proposal

Proposal Range for two video programs:

- Healthy Eating for Diabetics
- Healthy Eating for Low Salt Diet

Scope of the project: To produce two, 20:00-30:00 video programs regarding the above two topics that would air on the Upland Hills Health Hospital television channel and as a link via the Upland Hills Health Website. It's possible there are other avenues for this program as well such as local MHTC default channel.

Based on what is known for this proposal, these two programs would be produced start-to-finish utilizing only one camera. Total Media Productions rates are based on three areas – Pre-production, Production & Post-production. Based on my 30 years of experience, the following is my best guess scenario.

This proposal is based on the assumption that we would utilize two different days for Production – one day for the Diabetic piece, another day for the Low Salt piece.

Pre-production: It is assumed very little of my time would go into this area. I suspect that for 2 hours for each program could be attached for meetings, script/storyboard review, decide on graphics, flow of program, site assessment to check on lighting, shooting techniques, etc. It is assumed that Upland Hills Health dietitians would develop and write the script/outline for both programs and provide details for text and graphics.

4 hours x \$65.00 per \$ 260.00

Production: Based on two days of location taping. This is for a one-camera Production and includes professional videographer, professional level HD Camera, light kit, wireless microphone, tripod. Assumption would be 5 hours of production per program.

5 hours x 2 days = 10 hours x \$100.00 per \$1,000.00



Post-production: Editing rates are also \$100.00 per hour and includes a professional editor, pro level editing tools (Adobe Premiere Pro) which includes all editing, audio corrections, text, graphics, mattes/backgrounds, transitions, effects and music library. You could be looking at anywhere from 10-20 hours to edit each program. Each program is not complete until you say it is complete.

Range: 10-20 hrs per program x \$100.00 per	\$1,000.00-\$2,000.00
	x 2

Range Area	\$2,000.00-\$4,000.00
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Total Project Range:	\$3,260.00-\$5,260.00
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The quote does not include things like: animation, professional narrators/actors, custom made music jingles, additional cameras or labor, etc. All of these services could be arranged and bid on if needed.

As an example, we might need a photo, chart or video that one could purchase on IStock or equivalent, if necessary, to help illustrate something in the video – this would be an additional type expense.

John Dalton
Total Media Productions