

Elmer G Biddick

CHARITABLE FOUNDATION

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

Jason B Biddick - President
Rachel L. Jordan - Vice-President
Bradley D Biddick - Secretary Treasurer

Peggy J Biddick
Dimah Overhien
James W Neuendorf
Wendy Potter

GRANT APPLICATION

***Must be received in our office on or before the due dates below**

Due Dates April 15th and October 15th

Date: 10/8/2019

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

Address 800 Compassion Way

City, State, Zip Dodgeville, WI 53533

Phone 608-930-7169

Person Responsible for the Grant Julia Oellerich

Position in the Organization Foundation Director

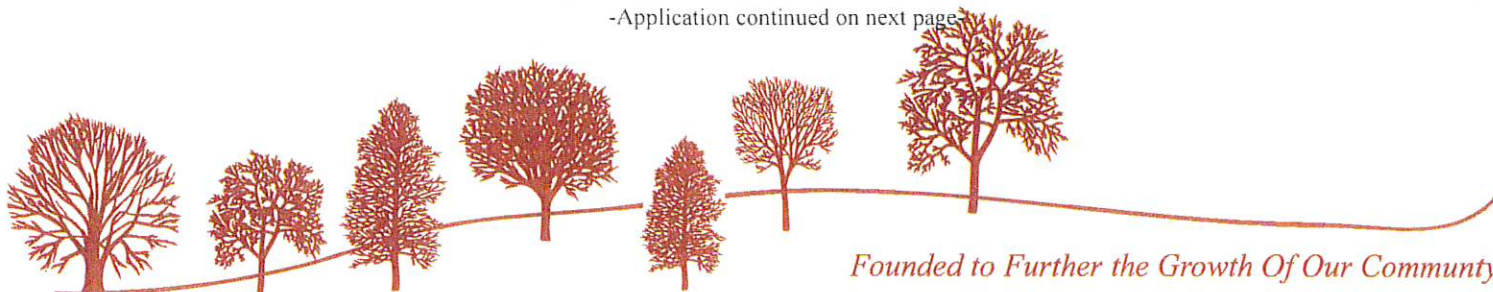
Organization's Purpose We are a community minded healthcare system providing innovative, individualized, and compassionate care for every stage of life.

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 \$ \$5,000.00

Describe the reason for this grant request in the space below:
Please see attached document.

-Application continued on next page-



Founded to Further the Growth Of Our Community.

Attachments to this grant that we find useful in considering your grant request.

- A. Supporting information.
 - 1. Specific use of grant.
 - 2. Time schedule.
 - 3. Other sources of funding.
 - 4. Describe the effect of postponing your request to another time.
 - 5. Describe who, when, how and where will the effects of this grant be felt.

- B. Your organization's history, activities, services, and composition. (Videos are of limited use.)

Applications are considered in June and December of each year. The corresponding deadlines are April 15th and October 15th. Concise grants that address the needed information are appreciated.

PLEASE SEND THIS APPLICATION TO ELMER G BIDDICK CHARITABLE FOUNDATION:

Biddick, Inc.
11623 State Road 80
Livingston, WI 53554
Phone (608) 943-6363
Fax (608) 943-6365

A. Supporting Information

1. Specific use of the grant funds

Upland Hills Health (UHH) is requesting funds to allow Jump with Jill, a program that focuses on educating kids on the benefits of healthy eating in a way that is fun and memorable, to provide a live concert to the Iowa-Grant Elementary School students. The goal of this program is to improve the health of the next generation; bring nutrition education outreach efforts in schools to life; and meet the needs each school has for nutrition education.

Over the past two years UHH has partnered with the Mount Horeb Community Foundation to bring Jump with Jill to two Mount Horeb Schools; With the Mineral Point Community Chest to bring Jump with Jill to the Mineral Point Elementary School; and with several generous community members to bring Jump with Jill to the Dodgeville Elementary School and St. Joseph's Catholic School in Dodgeville. Now, we would like to partner with the Elmer G. Biddick Foundation to bring this educational nutrition program to students at the Iowa-Grant Elementary School.

Studies have shown that eating habits formed in childhood persist into adulthood. Therefore, it is critical to place children as a top priority when developing nutrition programs. Unfortunately, less than 20% of Americans meet USDA guidelines for a healthy diet, including fruits, vegetables, whole grains, and low-fat dairy. There is evidence that demonstrates that school-based nutrition education programs increase healthy eating habits, increase consumption of fruits and vegetables, and reduce sugar sweetened beverage consumption. Therefore, it is imperative to engage and educate children about the importance of healthy nutrition in order to impact long-term health.

Jump with Jill was created by Registered Dietitian and professional musician Jill Jayne, MS, RD. This concert has been performed nearly 3,000 times for over one million children across the United States, Canada, and Europe. Jump with Jill has been nominated for multiple Emmy Awards, two Telly awards in the Education and Children categories, and two Grammy nomination considerations for Best Children's Album. This behaviorally-focused and research-proven concert creates an environment where being healthy is not just an important thing to do, but the cool thing to do. It makes nutrition education exciting by offering live concerts and cross-curricular classroom activities that transform nutrition education into a live music and dance experience.

The Jump with Jill program changes the way children learn about health and nutrition. Most Americans know that it is important to eat fruits and vegetables and to drink more water. The gap between knowledge and action, however, is widened by the cues to unhealthy behavior that inundate us every day. Favorite professional athletes are in fast food commercials, vending machines offer a quick sugar fix, and magazine advertisements encourage us to shed pounds. Advertisers work diligently to target children in order to establish lifelong consumers, and it is important for today's generation of children to develop a brand loyalty to healthy habits. Jump with Jill uses the same tools normally used by advertisers to sell junk food to make nutrition education fun through catchy songs, upbeat dance moves, and a hip wardrobe. Each song is focused on one healthy behavior that makes a broad goal like "being healthy" into a specific and actionable behavior like: eat vegetables (Eat Superpower Vegetables), enjoy fruit (Enjoy Nature's Candy), and exercise regularly (Compose the Beat of your Body). The interactive, direct instruction offers structured dance breaks that allow children to sing and dance along. By making

healthy choices behaviorally-focused, this program energizes and engages children to make healthy choices.

In a study to assess the effectiveness of the program, it was shown that teachers found the assembly to be excellent in entertainment value and student engagement. Teachers showed an increase in confidence for making nutrition exciting to teach, as well as an increase in the amount of time they spend teaching nutrition in the classroom. Additionally, 75% of all surveyed students reported trying to be more active and 81% of fourth graders reported trying to drink more water after attending a Jump with Jill performance. Furthermore, study results of students demonstrated an increase in willingness to experiment with new healthy foods, confidence that choosing healthy foods will improve their health, and enthusiasm for nutrition education. Seven months after exposure to Jump with Jill, the message regarding the importance of physical activity remained especially strong and continued to be recalled at similar rates to the initial assessment at seven weeks.

Jump with Jill will work within our budget to provide expert-created, leave-behind materials that can be customized to meet the needs and desires of the Iowa-Grant Elementary School. Depending on the funding available, combinations of the following activities are available for each classroom:

- **Action Pack: Exercise Card Game for Kids**
This fun (and expert-created) tool is designed to make fitness accessible and approachable to young audiences.
- **Student Activity Books with Teacher Guides**
Make the classroom rock with student activity books and accompanying teacher guides. Matched to Common Core State Standards, each topic begins with a coloring poster that corresponds with a song from the show. The Activity Book culminates with a worksheet that shows how all the habits work in concert, asking students to set and track their goals. Each Teacher Guide comes with a parent worksheet and suggested follow-up activities
- **The Greatest Hits Collection Deluxe Edition**
The *Jump with Jill Greatest Hits Deluxe Edition* features the ten songs performed live in the *Jump with Jill* show. This version is designed to align perfectly with the *Jump with Jill Nutrition Rock Invasion* curriculum.
- **Danceable Music Video Series**
The *Jump with Jill* Danceable Music Video Series helps teachers incorporate movement breaks between coursework, offer an alternative physical education class, or create a performance event for the entire school. This DVD contains all four songs from the show.
- **Morning Announcements**
With twelve tracks, the announcements feature Jill's voice with music from the show to remind students to respect their body through healthy choices.
- **Rock Your Taste Buds Cooking Show**
Rock Your Taste Buds is a guided taste testing video series. Exposure to the sights, sounds, and language of healthy eating will raise their food literacy and expand their palates. By empowering students as movie critics and food scientists, we are increasing their positive experiences with healthy foods leading to a greater likelihood that healthy becomes habit.
- **My Body Dogtags**

Celebrate the completion of the *Jump with Jill* curriculum by rewarding each student with the official Jump with Jill dogtag: This is MY BODY!

- **JillPlate Activity Placement**
This 11 x 17, crayon-friendly placemat takes the USDA's MyPlate design to heart. The plate is a record, the milk coaster is a CD, and the utensils are musical instruments.
- **Inflatable Instrument Set**
Students can stage their own *Jump with Jill* show with this inflatable rock band instrument set.
- **Goal Tracking Poster**
This 18" x 34", full-color glossy poster will help the class monitor their progress through the *Jump with Jill* activity books. At the completion of each unit, the grey icon on the poster is filled in with a full-color sticker. Ten units in all correspond with the songs and messages from the *Jump with Jill – Greatest Hits Collection (Deluxe Edition)* CD.

Additionally, Jump with Jill provides schools access to exciting nutrition education tools which build teacher confidence and willingness to incorporate these important topics in their classrooms. The digital teacher coaching program is filled with small, actionable steps that increase engagement with measurable results. This includes:

- **Coaching emails**
Amplify your program impact with these research-proven reminders.
- **Staff development**
Set nutrition as a pillar for the school year with a rockin' in-service program.
- **Digital platform builds**
Customize the program by driving traffic to one central portal for engaging with the tools received.
- **Tracking and reporting**
Tracks the progress and results of the show so school boards and funders can see the benefits of the program.

2. Time Schedule

If funding is approved, the UHH Clinical Nutrition Department will work with Robyn Oberfoell, Principal at the Iowa-Grant Elementary and Middle School to bring this one-hour music-based health program to the Iowa-Grant students in grades kindergarten through fifth in April of 2020.

3. Other sources of funding

At this time UHH does not have additional sources of funding for this program. If we do not receive the requested funds from the Elmer G. Biddick Charitable Foundation, we will need to seek funds elsewhere.

4. Describe the effect of postponing your request to another time

Jump with Jill travels the nation providing shows at public events and to dozens of schools. They schedule their shows by region and have other shows scheduled in our area in April of 2020. Postponing this request to another time would postpone the program timeline not allowing us to offer this to the Iowa-Grant Elementary School students until spring of 2021.

5. Describe who, when, how and where will the effects of this grant be felt

The desired outcome of the Jump with Jill program is to expose children in grades kindergarten through fifth to a fun and interactive nutrition education program that will inspire them to make healthy nutrition and physical activity choices. After participating in Jump with Jill, students will be motivated to make healthy choices, recognize the impact of choices on personal health, describe the healthy choices that make Jill energetic, recall the healthy behaviors from the concert through song and dance, and value physical fitness and healthy eating as a fun way to express individuality.

The goal of this program is to encourage the kids to make healthy choices and have their parents follow as a result. Children can bring the positive messages of this program home to their families, which will help to shape the health culture of our community. Teachers are asked to participate in the performance to model the behaviors that are asked of the students. The performance and classroom resources that are provided give teachers tools for future lessons so the message can continue and improve the impact of the show. Jump with Jill delivers a kid-appropriate approach to reinforce classroom learning.

B. Organization's history, activities, services, and composition

Upland Hills Health (UHH) is a non-profit organization guided by a Board of Directors consisting of dedicated community leaders who generously volunteer their time and talents. UHH currently employs over 560 individuals and has over 100 volunteers. Upland Hills Health was formed as the result of a merger of two Dodgeville hospitals: St. Joseph's Hospital and Dodgeville General Hospital. They came together in 1974 as a united non-profit organization, Memorial Hospital of Iowa County, Inc. In 2001, the corporate identity was changed to Upland Hills Health to reflect a growing service area and expanded health services.

UHH is a 25-bed Critical Access Hospital located in Dodgeville, Wisconsin. UHH serves the residents of Iowa County by providing 24/7 emergency services, urgent care and inpatient care. The Dodgeville campus is also home to a birthing unit and a team of four experienced OB/GYNs, a skilled nursing and rehabilitation center, a therapy and wellness center, a heart, lung and sleep center along with general surgeons, an orthopedic surgeon and many physician specialty services. In addition, UHH offers seven family medicine clinics to provide health care to Iowa County residents through all stages of life. In fiscal year 2018 (October 1, 2017 to September 30, 2018), UHH contributed \$4,363,694 in community benefits to our residents.