KaBOOM! Application Guide
COMMUNITY-BUILT PLAYGROUND GRANT

PLAY STARTS HERE!

From FAQs to grant criteria to sample applications, this guide contains everything you need to know to apply for a KaBOOM! grant.

GETTING STARTED

The first step in applying for any KaBOOM! grant program (Build it with KaBOOM!, Build it Yourself, Creative Play, Play Everywhere Challenge) is creating an account at **apply.kaboom.org**.

Once you create your account, navigate to the *Start My Application* page (click *View Applications* on the *Edit My Application* page) to select the grant program you want to apply for.

On the application page you will see that there are MULTIPLE PARTS to every KaBOOM! application. ***You must complete all parts to apply.*** Part I is the General Application for your site. Part II contains the questions and documents that are specific to the program that you are applying for.

After you complete all parts of your application to apply, a KaBOOM! staff member will review your application and will be in touch with next steps!

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Community-Built playground grant

Grant overview

KaBOOM! offers two different grants to help groups build playgrounds: Build it with KaBOOM! and Build it Yourself. Collectively, we call these grants "Community-Built Playgrounds" because they are designed and built by your community.

If you wish to receive funding for a playground, select *Community-Built Playgrounds* on the *Start My Application* page. Once you complete Part II of the application, we will review your application to see if it's a fit for the Build it with KaBOOM! or Build it Yourself program. If you are eligible for the Build it Yourself grant program you will be asked to log back in to your account to provide additional information so keep track of your login information!

CRITERIA

Competitive applicants will:

- Demonstrate the need for a playground.

- Be a non-profit, municipality, school or community group that serves low-income kids.

- Engage local community, parents and stakeholders in the planning and execution of the project.

- Own their own land or have a long-term lease and land owner written permission.

- Fundraise towards the cost of the playground.

- Complete site preparations and obtain necessary permits.

- Provide insurance coverage for the playground.

- Build the playground using an approved KaBOOM! playground vendor. A list of KaBOOM! preferred vendors can be found here: **kaboom.org/vendors**.

FUNDING

Build it with KaBOOM!

Grantees will receive a custom-designed playspace (play equipment, safety surfacing, site enhancement projects). Grantees are responsible for fundraising $8,500 towards the cost of the playground equipment.

Build It Yourself

Grantees are awarded a $15,000 grant to be used toward the purchase of playground equipment. To supplement the $15,000 KaBOOM! grant, grantees are required to raise a minimum of $9,000 (for a total project value of $24,000) up to a maximum of $35,000 (for a total project value of $50,000) towards the cost of the playground project. This amount does not include the cost for safety surfacing, freight, site preparation, installation supervision and any other non-playground equipment items.

TIMELINE

Community-Built Playground applications are accepted on a rolling basis throughout the year so don't wait to apply if you need a playground!

Build it with KaBOOM!

This program does not follow typical grant cycles, so we cannot anticipate or guarantee where or when we will have funding throughout the year. When funding becomes available in different cities or regions, we will contact viable organizations that have completed their application to discuss next steps.

Build it Yourself

Grants are awarded in cycles throughout the year. Check **kaboom.org/grants/build_it_yourself** for up to date deadlines.

What's the difference?

BUILD IT WITH KABOOM!

Receive a playground
(grant includes equipment, safety surfacing, installation and shipping)

Fixed date
build playground 8-12 weeks after award (date is typically determined by the project sponsor).

KaBOOM! Project Manager
works closely with the grantee to support and lead the playground project

Community members
(parents, staff, stakeholders) are engaged in the design, planning and building of the playground

Custom-designed
by the community, for the community

BUILD IT YOURSELF

Receive $15,000
towards the total cost of playground equipment

One-year
to build the playground after award

Self-guided
with the support of a remote KaBOOM! Grants Manager

Part I application FAQs
KaBOOM! General Application *(for all grants)*

Do I need to be a professional grant writer to complete the application?

No! The application was designed to be simple and straightforward. Your answers do not need to be perfect, but rather genuine and clear.

Is there a way to view the full application?

Yes! You must complete all the required fields on each page of the application in order to move forward to the next page. To preview the full application check-out the *Preview Application* section of this grant guide. If you are logged-in to your application, you can also click on the *Preview Application* tab to download the application preview.

I noticed that there are multiple parts to the application. Do I need to complete all parts to apply?

Yes. You must complete all parts of the application to be considered for funding.

Why are there multiple parts to the application?

The two parts make it quick and easy for you to apply for multiple grant programs. See the question below to learn how you can apply for a second grant program!

Can I apply for more than one grant program?

Yes! After you submit your first application go to the *Start My Application* page and select a second program to apply for. When you open the application for the new program, *Part I: KaBOOM! General Application* will show as "complete." Simply complete Part II to submit your application for a second program!

Please note that you cannot receive both a Build it with KaBOOM! grant and a Build it Yourself grant at the same location.

My organization has multiple facilities or sites that we would like to apply for. How do we apply for more than one site?

Each site needs its own account. You cannot register multiple accounts at **apply.kaboom.org** to one email address. If you are applying for multiple sites we recommend using a second email address or using the email address of someone who works at each site or facility. As long as you know the email and password you will be able to login to complete the application, even if it's not your email address.

Example: Joe is a grants manager for a school district. Joe wants to submit creative play applications for three different schools. Joe creates an account for each school using the email address of the Principal for each school. Joe knows the email address and password for each account so Joe submits the applications for all three sites. The principal of the school receives an email confirming that the application has been submitted, but Joe makes sure that he (Joe) receives all the updates and communication from KaBOOM! by listing himself as the "Main Point of Contact" in the applications.

I can't complete my application in one sitting. Can I save it and come back later?

Of course! Make sure to click *Save and Continue* inside the application. To return to your application, login to **apply.kaboom.org** and open your application on the *Edit My Application* page.

How do I save a copy of my application for my personal records?

Click the *Download Applications* button located on the top right corner of the application page.

Who can I contact if I have questions?

apply@kaboom.org

Preview of part I
KaBOOM! General Application *(for all grants)*

The KaBOOM! grant application has multiple parts. You must complete all parts to apply!

Part II contains the questions and documents that are specific to each of our grants. After you submit *Part I: KaBOOM! General Application*, you will be able to open and complete *Part II: Required Questions & Documents*.

BASIC INFO QUESTIONS

Has your organization previously received funding from KaBOOM!?
Y/N/Unsure

How did you hear about this opportunity?

KaBOOM! Social Media (Twitter, Facebook)
Previously worked with KaBOOM!
Another organization that has partnered with KaBOOM!
Member of KaBOOM! staff
KaBOOM! website
Miracle Recreation Representative
Playworld Systems Representative
Landscape Structures Representative
Burke Representative
Let'sPlay.com
Other

CONTACT INFORMATION

Primary Contact
Who should we contact for follow-up questions regarding your application?

First and Last name
Title
Email
Phone/Cell Phone

Secondary Contact
Who should we contact if your primary contact is not available?

First and Last name
Title
Email
Phone/Cell Phone

Organizational Information

Name of Organization
Organization's website
Facebook url *(example: facebook.com/kaboom)*
Twitter url *(example: twitter.com/kaboom)*
Mission Statement
Organization's Mailing Address (City, State, Zip code, County)

Who has the legal authority to sign contracts on behalf of your organization?

First and Last name
Title
Email
Phone/Cell Phone

Which category describes your organization?

501(c)3 Non-Profit Organization
City or Municipal Agency (Public Schools, Public Parks, Other City Agency)
Business or For Profit Entity
Other/(please specify)

If non-profit, please provide your Tax ID Number (EIN)
This is a 9 digit number. Please do not include spaces.

Are you applying as an individual organization or are you partnering with another organization(s)?
Community-Built Playground and Creative Play applicants are not required to be or partner with a non-profit or municipal agency but partnering with one is strongly encouraged.

We are applying as an individual organization.

We are partnering with one or more partner organizations to apply for funding.

If partnering with one or more partner organizations:
Partner Organizational information *(optional)*
Name of Organization
Organization's website *(optional)*
Facebook url *(optional) (example: facebook.com/kaboom)*
Twitter url *(optional) (example: twitter.com/kaboom)*
Mission Statement
Organization's Mailing Address (City, State, Zip code, County)
Organization Category
EIN

Is your organization or your partner organization(s) religiously affiliated? Y/N

If Yes, please describe the nature of the affiliation.

Please share if your logo incorporates religious symbols, if you offer religious programming and/or if the land where the playspace will be located is owned by a religious organization.

ABOUT YOUR COMMUNITY

Use this section to describe your community and share why it is important for your organization to provide opportunities for play to the children and families you serve.

Briefly describe your organization's history and the overall scope of your programs and services.
Include a comprehensive list of the programs your organization provides. If your organization offers programs at multiple locations, please only list the programs that you provide at the site where the play equipment will be located.

Describe the community you serve and the neighborhood and/ or children who will use the play equipment or Community-Built Playground. Why is it important for your community and the children you serve to have new play area or equipment?
We want to know what makes your community unique and why you need this grant! Feel free to overshare.

Is there an event motivating your community to apply for this opportunity?
Example: A natural disaster or other event that impacted the quality of life for members of your community.

Site information
This is the address where the play equipment or Play Everywhere project will be located. You must list a full address. Providing a cross street or a blank address instead of a street number will delay consideration of your application.

Street Address
City, State, Zip Code, County

How many children will use the proposed play equipment?
Please do not multiply the number of children you serve per day by seven or 365 to calculate the number served per week and per year.

Per Day: How many children do you serve on an average day?

Example: King Elementary has 400 students. Per Day total is 400.

Per Week: How many individual children do you serve in an average week? Every child who visits the site should only be counted one time, even if they visit the site multiple days of the week.

Example: King Elementary has 400 students. Once a week they host a soccer program attended by 100 kids who are not enrolled at the school. Per Week total is 500.

Per Year: On average, how many children do you serve a year? Take the number of children served per week and add the number of additional children you serve through annual events or turnover at your site.

Example: King Elementary Per Week total is 500. Every year they host a fall festival attended by 100 kids who are not enrolled in the school. Per Year total is 600.

Describe how you calculated the number of children served in the previous question.
Please note the programs, events and circumstances behind the number of children that you have shared.

What age range(s) does your organization serve at this site?

Under 2, 2–5, 5–12, 12–18, 18+

Which categories describe the children you serve at this site?
Percentage should total 100

Asian Not Hispanic or Latinx
Caucasian/White Not Hispanic or Latinx
African American/Black Not Hispanic or Latinx
American Indian or Alaska Native Not Hispanic or Latinx
Hispanic or Latinx
Other

What percentage of children served qualify for Federal Free or Reduced Price Lunch (FRPL)?
If your organization does not know the FRPL indicator, note how many children qualify for a voucher program, scholarships or any financial assistance programs.

What is the median household income of the population you serve at this site?
If your organization collects information on the median household income of the individuals you serve, please include. If median household income information is unavailable through your organization's data, please use the Census Community Facts at factfinder.census.gov to define the income based on the census tract nearest to the proposed site.

Is there anything else you feel like we need to know about the ethnicity or socio-economic status of the population you serve?
Clarify information that did not fit in sections above.

PLEASE NOTE

You **will not be able to edit** the *Part I: KaBOOM! General Application* after you submit. Please make any final edits to Part I before you submit and proceed to Part II.

After you submit Part I you will return to the application page. Select *Part II: Required Questions and Documents* to continue your application. You must complete both parts to apply!

Part II application FAQs
(for Community-Built Playgrounds only)

What is the community build model?

The **community build model** refers to the engagement of stakeholders, volunteers, parents and community members in designing, planning and building the playground. The model enables and requires people to share their strengths and helps communities to identify assets, including local companies and community groups that have resources to contribute.

How can I make my application more competitive?

We created an *optional* page of the application for groups who want to go above and beyond to share why their community needs a playground! The optional page is the last page of Part II of the application. In the optional section you can:

• Include a candid photo of a child, family or community event.

• Spotlight a unique, impactful and/or innovative program that your organization offers.

• Share a story that illustrates the current state of your community and highlight what makes your community unique.

What are the age ranges for Build it with KaBOOM! playgrounds?

Playground designs can be for ages: 2–5, 2–12 or 5–12 years old.

How many Build it with KaBOOM! grant opportunities are available each year?

KaBOOM! looks to bring brand new playgrounds to 175–200 communities across North America, annually.

What's the deal with the Let's Play Upgrade Your Play video contest grants?

Once a year (usually in the spring) KaBOOM! will accept applications for the Let's Play Video Contest. To apply, select *Let's Play Upgrade Your Play video contest* on the *Start My Application* page. If you have already completed a Build it Yourself application, you simply need to submit a link to a video showing why your community needs a playground to apply.

Video contest grants have all the same guidelines and requirements as Build It Yourself grants with one exception—grantees will be awarded a $20,000 grant instead of a $15,000 grant.

If our playground is/will be closed to the public, can we still be considered for a grant? Yes

Do KaBOOM! playgrounds meet the Americans with Disabilities Act (ADA) Accessibility Guidelines?

Yes. All KaBOOM! playgrounds and surfacing meet or exceed the ADA Accessibility Guidelines. KaBOOM! believes in the importance of inclusive play and strives to design playgrounds that provide access.

What safety surfacing does KaBOOM! use?

For the majority of Build it with KaBOOM! projects, the safety surfacing used is Engineered Wood Fiber, which is an ADA approved playground surfacing (for wheelchair accessibility). It is safe for all children, cost effective, easy to install and maintain and volunteer-friendly. Applicants may choose to pay for rubber surfacing.

Build it Yourself grantees may choose what type of surfacing they want to use as long as it meets ADA Guidelines, is IPEMA (International Play Equipment Manufacturers Association) certified and meets and/or exceeds the standards set forth by ASTM (American Society for Testing Materials) and CPSC (Consumer Product Safety Commission).

My organization does not allow volunteers to install playgrounds. Should I still apply?

Yes. The Build it Yourself program does not require volunteer installation. Your project would not be considered for a Build it with KaBOOM! grant because that program requires volunteer installation.

Can we supplement the KaBOOM! grant with additional grant funding?

In most cases, groups that have already jump-started their playground planning or fundraising are typically a great fit for the Build It Yourself program. Build it Yourself community partners can receive grant funding for the project to supplement the Build it Yourself grant provided that the funding is not provided by a competitor of Dr Pepper Snapple Group.

Please be sure to note the amount of funding that you have received and the source of the funding in your application.

Can we apply a vendor discount to our Build it Yourself grant?

No. The $15,000 grant consists of a discount from the playground vendor and a grant paid directly to the playground vendor by KaBOOM!. No other discount can be applied by the playground vendor.

Preview of part II
(for Community-Built Playgrounds only)

REQUIRED QUESTIONS

Do you have any existing play equipment on your property? Y/N
If you do not have a full playground set on site, but you do have isolated, individual pieces of equipment (for example, a set of swings or a climber), please select "1" and share information about any equipment that exists in your description of equipment below.

If Yes, how many playgrounds? 1, 2, 3

If 1 playground or more, do you intend to replace or add equipment to the first playground?

We plan to completely remove all of the existing equipment at our first playground if we receive a KaBOOM! grant.

We plan to remove most of the equipment at our first playground, but we would like to keep a few pieces of equipment if we receive a KaBOOM! grant.

We plan to keep all of the existing equipment at our first playground if we receive a KaBOOM! grant.

If 1 playground or more, describe in detail the condition of the equipment on the first playground.
Be sure to describe the age of the equipment and note any damage or issues with the equipment (for example, graffiti, missing pieces, issues with passing safety inspections, etc.)

List the names and/or addresses of any playgrounds within walking distance (about half a mile) of your proposed site.
Please note whether the playgrounds are open to the public and if the children you serve have access to these playgrounds.

Can you see any of the nearby playground(s) from your site? Y/N

Will your proposed playground be open to the general public?

Yes, all will be welcomed at our playground
No, only children and families we serve
Other

If Other, who will have access to your playground?
Include as much detail as possible including the hours the playground will be open, what level of access the general public will have and any particular licensing restrictions or other limitations to usage.

Does your organization own the land at the proposed playground site? Y/N

If No, who owns the land?

Is submitting this application your first step in planning to build a playground in your community? Y/N

If No, please check all that apply:

Assembled a committee

Fundraising *(approximately how much?)*

Working with an equipment vendor *(if so, what is the vendor's name?)*

Received a playground design for your playspace

Received a quote, estimate or formalized an agreement with a playground vendor

Other

Is there any major construction scheduled at or surrounding the proposed playground site in the next 12 months? Y/N

If Yes, please describe the scheduled construction.

Within the area of your proposed playground site, are there any of the following? *(Check all that apply)*

Trees
Fences
Buildings
Playground Equipment
Sloping Land
In-Ground Drains
Water Features
Retaining Walls
Standing Water
Concrete/Cement
Boulders
Utilities
Other

If any of these items are located within your playground footprint, include them on your site map (requested on the next page!)

Preview of part II, *continued*

REQUIRED MATERIALS

All photos must be attached as .jpg, .png, .jpeg or .gif files. Please do not attach PDF files for site map/photos.

SITE MAP

Using either pen and paper or a computer program such as Word or Paint, create a simple sketch of your proposed playground site. Make sure you have checked-off all the boxes on the Site Map Checklist below before you upload your site map! You can refer to our **example** for help.

☑ **Site dimensions**: Measure both the length and width of the site (ex: 47' x 53').

☑ **Access points**: If there is a gate, stairs, or a fence surrounding the site, show where it is located in your drawing. Highlight any access points.

☑ **Physical characteristics**: Trees, fences, buildings, existing playground equipment, sloping, in-ground drains, retaining walls, etc.

BIG PICTURE

Place four "markers" (these can be cones, marking flags, chairs or even people!) at the four corners of the space where you will build your playground, creating an outline of the proposed playground footprint. Take a picture so that your four markers are visible in the photo, as seen in **this example**.

SITE PHOTOS

We rely on your photos to provide a clear and comprehensive view of the space where you plan to build your playground. Please submit 5–10 site photos. We encourage you to capture the following (you must submit a minimum of four site photos):

• **Equipment**: Please provide photos of any existing equipment that is on your site. Include close-up photos that show the condition of the equipment. Be sure to capture any damaged or missing pieces.

• **Big picture**: Different sides and angles of the "big picture" photo above.

• **360°**: Stand in the center of the space where you will build your playground and take four different photos facing North, South, East and West. These four photos will let us see what is visible from your proposed playground site.

OPTIONAL MATERIALS

All the prompts and requested materials in this section are optional. Feel free to answer one, none or all of the questions below.

The information you share will be used to create a rich snapshot of your project. If your organization is applying on a tight timeline, we recommend skipping this page.

Upload candid pictures of the children and/or the community you serve. These pictures may be included in a presentation that we will share with prospective funding partners for your project.

Share the story of an individual child or an individual family served by your organization that would benefit from a new playground. Why do they need a new playground?

Application Tip: Include a picture of the child or family you describe in the candid photos section above.

Spotlight a unique, impactful and/or innovative program that your organization offers.

Share a story that illustrates the current state of your community and highlight what makes your community unique.