Dr Pepper Snapple Group & KaBOOM! 2011
Let’s Play Imagination Playground in a Box Grant Program

A National Partner of KaBOOM!, Dr Pepper Snapple Group has made a $15 million, three-year commitment to the organization as part of the company’s Let’s Play initiative. Let’s Play is a community partnership led by Dr Pepper Snapple Group designed to get kids active nationwide. Through Let’s Play, KaBOOM! and Dr Pepper Snapple Group will provide the tools, places and inspiration to help communities increase physical activity.

Thanks to generous support from Dr Pepper Snapple Group, KaBOOM! is excited to announce Let’s Play Imagination Playground in a Box Grants. Through these grants, in 2011, communities that are registered with the KaBOOM! Alumni Network are eligible to apply to receive one of five Imagination Playground in a Box sets that will be awarded. Please read through the information about Imagination Playground in a Box, eligibility for the grant, and grant commitments to see if your playspace can receive and support this grant. In order to complete the application, fill out the Parts I – IV. If you are not submitting the application online, please fill out and return to the KaBOOM! Grants Manager at grants@kaboom.org.

Imagination Playground in a Box

Conceived by internationally renowned architect David Rockwell, Imagination Playground is designed to prompt creativity and sensory exploration with a manipulable environment and “loose parts,” a changing array of elements that allow children to turn their playground into a space constantly built and re-built by their imagination. Imagination Playground is based on the concept of “free play,” the idea that children should initiate and direct their own play and manipulate their environment. Free play enhances creative, open-ended interaction for a child’s cognitive, social, physical and emotional development.

Imagination Playground addresses a broad spectrum of play needs through opportunities for fantasy play and socio-cooperative play, in addition to more traditional running, jumping and climbing. In this playground, sand, water, loose parts and Play Associates combine to create an active, kid-centered environment that is constantly changing. This sort of free play, where children direct their own activities - alone and in groups - is important to their cognitive, social, intellectual and emotional development. It demonstrates a new paradigm for playgrounds around the country.
Imagination Playground in a Box is a kit of parts suitable for a variety of outdoor and indoor sites. It gives communities an easy-to-install, cost-effective means to offer their children opportunities for open-ended, free play. These sets include Imagination Playground Blocks, parts that encourage sand and water play, a starter kit of “found parts,” and a storage unit on wheels. Imagination Playground in a Box can be wheeled indoors and outdoors, and is suited for enclosed environments, such as child care and school settings. The two-part container can be used as open shelving or as closed storage.

- **Grant includes:** Two Imagination Playgrounds in a Box (picture above is one Box), all contents, and Play Associate training
- **Recommended age group:** All ages
- **Minimum play area:** 450 sq. ft.
- **Container specifications:** Each Box is approximately 4’–5” W x 5’–2” D x 5’–0” H (assembled); Approximately 2’–2½” W x 5’–2” D x 5’–0” H (per component); Powder coated metal frame with high density polyethylene (HDPE) paneling.
- **Weight:** Approximately 825 lbs. (per box and contents)
- **Site condition:** For use in indoor or enclosed outdoor settings. The Box must be operated on solid, even ground. Not intended for use on grass, gravel, sand or mulch. Adult supervision required at all times. Not recommended for storage in extreme outdoor weather conditions such as heavy rain, snow, and freezing temperatures. Please note that some site preparation may be needed to receive and place Imagination Playground in a Box.
- **Content includes:** 2 Weather-resistant Boxes (each consists of 2 interlocking components), 150 biodegradable blue foam, Imagination Playground Blocks in 15 different shapes, 30 foam noodles, 10 foam balls, 8 floor mats in various shapes, 2 wooden cart, assorted fabric pieces
- **Training and orientation:** 2 user’s manuals, access to online, on-demand Play Associates training session

To learn more about the concepts behind Imagination Playground and how it can benefit your community, please visit [http://imaginationplayground.org](http://imaginationplayground.org). You can also watch an on-demand training on this topic by visiting [http://playschool.kaboom.org/session_archived.php?id=2932](http://playschool.kaboom.org/session_archived.php?id=2932).
Play Associates
Play Associates are individuals trained to maintain the safety and integrity of the playspace. They play an important role in facilitating play, “stage managing” the experience by modeling then stepping back. Play Associates encourage a diverse, creative playspace while ensuring the safety of the children and assist children only when asked.

For this grant program, we require that at least three Play Associates are trained to ensure the Imagination Playground in a Box set has the support it needs. The free training for the Play Associate includes an online, on-demand webinar, an online forum in which Play Associates can share experiences and best practices, as well as supplemental materials.

KaBOOM! is committed to the success of Imagination Playground Play Associates and we continue to provide information on resources and trainings as they become available. Grantees will need to commit to making the Imagination Playground experience the best it can be at their site and ensure they always have trained Play Associates on site to facilitate play. Imagination Playground has proven most effective when there’s a level of consistency with staffing, as we have found that Play Associates can better facilitate play when they are more familiar with the concepts behind Imagination Playground. Please note that Play Associate training must occur prior to the use of the equipment by children.

Eligibility
To be eligible to apply for this grant, you must meet the following criteria:

1. Be a registered KaBOOM! alumni.
2. Submit a completed application by April 1st, 2011.
3. Applicant must obtain any and all necessary consents, approvals, permits and/or licenses required to implement the Imagination Playground in a Box set; and provide proof of said approvals, consents, permits and/or licenses. Check with school district, local child care and/or youth programs licensing offices, park district, or other entity that governs the area you want to implement the Imagination Playground in a Box set.
4. Provide proof of commercial & general liability insurance for at least $1,000,000.
5. Register on the KaBOOM! website as part of your application process. If you have not already registered, please join KaBOOM! (kaboom.org/join) and establish a log-in.
6. Must have space and ground available for the Imagination Playground in a Box set (see above for measurements).
7. Understand the entire program requirements and commitments.
Selected Grantee Program Requirements/Commitments

- Commit to receive the Imagination in a Box set no later than September 30, 2011. Consent to and sign a KaBOOM! Letter of Agreement (see attached).
- Be available for communication with KaBOOM! Grant Manager to prepare and receive Imagination Playground in a Box set.
- Have at least three Play Associates trained through the KaBOOM! Play Associate Training.
- Submit all information related to grant program and respond to any additional information requests.
- Agree that all eligibility requirements are met.

Selection Criteria

Only applicants who have submitted complete applications and demonstrate they meet the eligibility requirements will be considered. Key criteria used in the selection process include:

- Demonstrated need for Imagination Playground in a Box set.
- Registered KaBOOM! Alumni.
- Well maintained playground.
- Space available and the ability to maintain the Imagination Playground in a Box set.
- Anticipated impact that Imagination Playground in a Box will have on the community.
- Impact on low income areas and the number of children the Imagination Playground in a Box set will serve.
- Demonstrated enthusiasm for this grant program and commitment to fulfill requirements.

Please mail or email complete applications by April 1, 2011.

Contact Peyton Hutchins, KaBOOM! Grants Manager, with any questions: phutchins@kaboom.org or 202-464-6415.
Dr Pepper Snapple Group & KaBOOM! 2011
Let’s Play Imagination Playground in a Box Grant Program

Submit this form along with your proposal narrative and attachments.

### Part I. Application Contact Information

<table>
<thead>
<tr>
<th>1. Contact Person:</th>
<th>2. Relationship to playspace (i.e. neighbor, director, etc.):</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. User Name used when logging on kaboom.org

<table>
<thead>
<tr>
<th>4. E-mail Address:</th>
<th>5. Telephone:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6. Alternate Phone:</td>
</tr>
</tbody>
</table>

**PLEASE COMPLETE ORGANIZATION/COMPANY INFORMATION IF APPLICABLE:**

<table>
<thead>
<tr>
<th>7. Organization Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

8. Mailing Address:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

12. Phone (different from your phone number above):

<table>
<thead>
<tr>
<th>13. Fax:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>14. Name of Executive Director (or equivalent):</th>
<th>15. Website address (if any):</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Part II. Demographic Profile

Who the Imagination Playground in a Box will serve.

What age groups and numbers in each age group will this playspace serve? (Check all that apply)

- □ 0 to 2 Number = ______
- □ 2 to 5 Number = ______
- □ 5 to 12 Number = ______
- □ Over 12 Number = ______

How many different children will use the Imagination Playground in a Box set in a given year?

- □ Fewer than 25
- □ 25 – 49
- □ 50 – 99
- □ 100 – 199
- □ 200 or more
What type of community will be served by Imagination Playground in a Box set?

- Urban
- Suburban
- Rural

What percentage of kids served by the Imagination Playground in a Box set would be considered low-income?  

Note: if you have access to the percentage of kids who are eligible for free or reduced price lunch, please use that number.

- Under 25%
- 25% - 50%
- 51%-60%
- 61% - 70%
- 71% - 80%
- 81% - 90%
- 91% - 100%

Optional: Ethnicity of children served:

Percent African American = _____
Percent Hispanic = _____
Percent Asian & Pacific Islander = _____
Percent Caucasian = _____
Percent Other = ______

**Part III. Application Narrative**

Please ensure that all questions in the application are answered completely.

1. Describe the condition of the playspace that was built with KaBOOM! Are there any issues with the equipment and is the surfacing at the appropriate level?

2. Describe the community you serve or live in and who will be using your playspace and Imagination Playground in a Box set.

3. Is your playspace going to be open to the general public? It is not necessary that it is, but it helps us understand the playspace environment.

4. Describe what currently occupies the site where your playspace is located and where Imagination Playground in a Box set will be placed.

5. What are the dimensions of the area where Imagination Playground in a Box set will be located (please reference on the pictures and overhead drawing of the site that you’ll be sending in)? Is this space outdoors or indoors?

6. Are there any rules or guidelines that would prevent you from integrating sand and water elements on your playspace (please reference the “Imagination Playground in a Box” section of application overview). This is not mandatory, but helps us understand your playspace environment.

7. How would Imagination Playground impact the children at your location? How will Imagination Playground provide more access for kids to play?

8. Do you have staff already employed that will become Play Associates (please reference the “Play Associate” section of application introduction). If so, please list their names and positions. If not, who will become your Play Associates and how will you ensure that there are always trained Play Associates?
Part IV. Application Attachments
To complete your application, you must include the following attachments. Applications missing one or more of these documents will not be reviewed.

1. Evidence of Non-Profit Status
2. Letter of Support for the Grant
3. Pictures and Drawings: Photos of the proposed playspace site where the Imagination Playground will be located. Overhead drawings of the property with proposed location and dimensions.
4. Proof of Insurance: Proof of commercial & general liability insurance not less than $1,000,000.
5. Proof of Land Ownership and/or Letter of Permission from the Land Owner: Organizations must submit proof that their organization owns the land upon which they plan to put the Imagination Playground in Box or a letter of permission from the landowner.
6. Signed Letter of Intent:
   • Download and sign the Letter of Intent: http://kaboom.org/docs/documents/pdf/KaBOOM-DPSG-LOI.pdf

Please mail or email complete applications by April 1, 2011.

Contact Peyton Hutchins, KaBOOM! Grants Manager, with any questions: phutchins@kaboom.org or 202-464-6415.

Mail:
KaBOOM! Grant Manager
4455 Connecticut Ave. NW, Suite B100
Washington, DC 20008

Email:
Peyton Hutchins
phutchins@kaboom.org