

2008 Southern District Innovative Grant Proposal

Innovative Programs to Reach New Youth Audiences

1. **Project Coordinator:** Linda Marshall, 4-H Program Assistant
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2. **Statement of Need:**

The traditional Rock County 4-H club program reaches a large number of youth throughout the county. However, a significant number of youth remain unreached by Rock County UW Extension programs. The 2007-08 county strategic planning process identified a need to involve more youth from urban areas in positive youth development programming. As a result, one of Rock County UW Extension's Program Development Issue Statements is Expanding 4-H After School and Youth Outreach Programs. We have an active 4-H After School program in the city of Beloit but are lacking programs in the city of Janesville. We are developing innovative programs for the summer of 2008 that we hope to be able to expand into programs for the school year. These programs will be designed to reach youth who are currently not being reached by our programs.

3. **Project Goals or Objectives:**
 - a. Develop and implement 2-4 summer day camps at Rotary Botanical Gardens for Janesville youth in 3rd-5th grades.
 - b. Involve a total of 60-120 youth new to UW Extension programs in the day camps.
 - c. Expand the day camp program into a monthly program for elementary school youth on early release days during the school year.

Program content will include educational components based on environmental education, horticulture, nutrition and fitness. Hands-on activities will be the primary delivery method, and a recreational component will also be included. Fulfilling these objectives will enable UW-Extension to involve previously unserved youth in programs designed to teach them life skills to become more capable and competent citizens of their community.

4. **Personnel:**

Program partners will include the following Rock County UW Extension staff: 4-H Youth Development Agent, Horticulture Educator, Family Living Educator and WNEP/FNP staff. Community partners will include Rotary Botanical Gardens, Rock County Master Gardeners and the School District of Janesville.

5. **Budget and Dollars Requested:**

The amount requested is \$3,500.00, to be matched as follows:

\$3,000.00	matching funds from horticulture FEEDS grant
\$ 500.00	Rotary Botanical Gardens facilities, equipment and materials

The funds will be utilized as follows:

\$1,000	stipends for volunteers involved in program delivery
\$1,500	curriculum, supplies and equipment for day camps
\$1,000	lunch and snacks for youth participants