

RFA - 2024-0005  
Date Recv'd 8/9/2023

**REDBUD HEALTH CARE DISTRICT  
REQUEST FOR ASSISTANCE (RFA)**  
(Please Type or Print All Information)

1. Subject of Request Keep Well Kids Club's Wellness Programs  
(Starting Date For New Programs) September 2023
2. Requesting Organization Keep Well Kid Club - 501(c)3
3. Street Address 19766 Oak Flat Rd Unit B  
City Hidden Valley Lake Zip 95467  
Telephone 707 349-1100  
Web Site keepwellkidsclub.com  
E-Mail joan.jacobs@yahoo.com
4. Individual Accountable For Funds: Name Joan M Jacobs  
Title President
5. Amount Requested (\$) 28,875 Grant Period 2023-24
6. Background And Basic Information Regarding Organization 501(c)3 developed  
(Use additional pages, as necessary, to fully describe information required) in 2/27/20 - see attached outline
7. Justification  
(Use additional pages, as necessary, to fully describe information required) see attached
- 7.1 Intended Use Of Funds In Detail  
Funding Keep Well Kid Club's Wellness Program  
for Kinnick's United School District and  
grade students - 300 students

**7.2 How Intended Use Of Funds Will Further Delivery Of Health Care Services**

**Within Redbud Health Care District**

- 1) Updating & digitizing all material to address more diverse markets. -
  - 2) Spanish translation in development
- 7.3 Detailed Basis For Funds Requested**
- 3) Audio development in process  
- per attached fund request  
for 2023-24 KUSD students

KC and the Keep Well Kids Club Wellness Program costs

From: Joan Jacobs (joanjacobs@yahoo.com)

To: redbudhealth@att.net

Cc: distrunr@att.net

Date: Saturday, August 12, 2023 at 09:12 AM PDT

## **KC and the Keep Well Kids Club Wellness Program Costs:**

**Total Quoted: 300 Students @ 192.50 / student program complete**

**Rotary pays for books: \$13.50 / Student  
300 X 13.50 = \$4,050 ( tax exempt)**

**KUSD pays for 1/2 program excluding books: 179.00 / Student rate.**

1/2 is \$26,850 + \$1,946.63 (tax) = \$28,796.63

**RedBud pays matching funds 1/2 student rate: 179.00 / Student rate.**

150 X = \$26,850 + \$1946.63 (tax) = \$28,796.63

***Joan M. Jacobs***

KeepWellKidsClub.com

Keytonia Publishing

P.O. Box 698

Middletown, CA 95461

C: 707-349-1100

## **GRANT REQUEST TO REDBUD HEALTH CARE DISTRICT**

### **KC and the KEEP WELL KIDS CLUB® WELLNESS PROGRAM**

Requesting funding for 300 Konocti Unified School District 2<sup>nd</sup> grade students

**Vision: Creating a whole new generation of healthy kids.**

**Mission: Empowering children...breaking the cycles.**

Note: The Book: *The Story of KC and the Keep Well Kids Club®...the Lost Island of Keytonia* is sponsored by Clear Lake Rotary. The story teaches the importance of wellness as children learn the Keys to Good Health establishing a sense of belonging as they, too, become a Keep Well Kid and share the lessons. The book sets the stage for the program.

Funding request to Redbud Health Care District for The Keep Well Kids Club® Wellness Program includes purchase and fulfillment of:

**1) Teacher Orientation:**

- Consulting and training materials for implementation of the Keep Well Kids Club® Wellness Program
- 

**2) Pre and Post Assessment**



- 3) Flash Drive with program overview
- 4) Learning kits including printed and animated individual lesson storybooks and materials
  - Students emulate characters setting healthy examples.
- 5) Lesson recall/ health reminder model novelties
  - All materials are designed to fit into student backpacks
- 6) Licensed videos protect the brand to a) announce each lesson, b) reinforce lessons with animated characters. c) highlight presentations by community personalities
- 7) Graduation assemblies awarding graduation certificates.
  - 2<sup>nd</sup> graders introducing program to 1st graders –
  - Kids teaching kids!!!
  -

**Empowering children as they manage their life skills and share the lessons with friends and family – breaking the cycles.**

**CREATING A WHOLE NEW WORLD OF HEALTHY KIDS**

**Book signings at graduation optional**

# and the **Keep Well Kids<sup>®</sup> Wellness Program**

...is designed to teach children positive health and safety habits in an entertaining way.



## WHO IT'S FOR?

The target audience is children ages 5-9.

## WHY THIS AGE GROUP?

Research shows that healthy lifestyle habits are most effective when developed at an early age. Our program provides young children with ...

**“The Keys To Good Health”**

at a time when they are most receptive to formulating, understanding, and developing their personal habits.

*Join The Movement ... Join The Fun !*



## HOW WE DO IT & MAKE IT FUN?

Our goal is to make learning about health and safety enjoyable and entertaining. We have developed colorfully illustrated materials that feature a cast of likable and diverse characters to communicate information in a fun, non-threatening way.



Creative and colorfully illustrated, *“The Story of KC and the KeepWell Kids Club<sup>®</sup> The Lost Island of Keytonia”* teaches how the club was developed and speaks to the importance of good health – healthy kids are happy kids.

Activity kits include short books that center on a single theme: hygiene, dental care, nutrition, recycling, the importance of sharing with family and friends. All are designed to encourage and reward personal responsibility and include incentives like stickers, color sheets, decals and novelties.

Each child also receives a Keep Well Kids Club<sup>®</sup> “Key to Good Health” reward card for each subject completed.

**KeepWellKidsClub.com** – Our interactive website includes healthy recipes, games, quizzes, exercises, craft projects and virtual presentations that reinforce the lessons.