



Application for Funding  
Design and Install a Monday Mile in Your Community

**About the Lerner Center:** The mission of the Lerner Center is to improve the health of the community through service, research, education as well as advocacy and policy. One key focus for the Center are efforts that utilize collaborative programming and grassroots messaging in the vein of Healthy Monday, a national public health movement and major initiative of the center. The Monday Campaigns is a non-profit public health initiative in association with the Maxwell School at Syracuse University ([www.mondaycampaigns.org](http://www.mondaycampaigns.org) and <http://healthymonday.syr.edu>). The goal of Healthy Monday is to help end chronic preventable disease by offering a weekly prompt that can support people in starting and sustaining healthy behaviors.

**About the Monday Mile:** The Center is interested in providing support to communities in the Central New York region that promote physical activity and seek to reduce the associated risk of chronic disease by installing a Monday Mile walking route. The Monday Mile encourages people to walk a mile for their health by following a signed route which can help them track their physical activity. The Monday Mile signs provide an environmental prompt to encourage people to walk and can be used on Monday or any day of the week.

**Process:** The Center will make funding available for 5 Monday Mile routes per year (July 1-June 30). Up to \$500 will be awarded per applicant for one Monday Mile. Applicants may apply for funding for one Monday Mile route per year. Signage costs will vary dependent upon the proposed route and may exceed the funds granted, in which case applicants will need to identify additional funding sources. Funds are available on a first-come, first-served basis. Funded agencies must incur the cost of producing and installing the signs and will be reimbursed by the Lerner Center for up to \$500. The available funds can be used toward the cost of design and publishing signage as well as purchasing hardware for installation.

Applications will only be considered for the installation of a Monday Mile route in the following counties: Cayuga, Cortland, Herkimer, Madison, Oneida, Onondaga, Oswego, and Tompkins. Agencies submitting proposals for funding are required to partner with their local health department on this project. Communities must demonstrate a need for this route and it is strongly encouraged that the Monday Mile be integrated into the local community health improvement plan.

The Center will provide a selection of templates that funded agencies may choose from for their signage design. All signs are required to display the Monday Mile logo. Other branding may include your agency logo and partner logos.

All applicants must first meet with Lerner Center staff prior to submitting an application. It is recommended that applicants engage their partners and begin planning logistics of developing a Monday Mile prior to submitting an application. Funding is only available on an annual, per proposal basis. We do not accept unsolicited applications.

**Grant Application Questions:** Please answer the following questions-

1. Background: *Provide the name of your agency and the services it provides.*

---

---

---

---

2. Contact name: \_\_\_\_\_

3. Agency address: \_\_\_\_\_

---

4. Telephone: \_\_\_\_\_

5. Email: \_\_\_\_\_

6. Where do you plan to install a Monday Mile route? *Provide a detailed description of where the route will be located including street names, park locations, campus/hospital or other agency location as well as a map highlighting the area.*

---

---

---

---

---

---

7. Please list the other collaborators you are working with on this project. *At a minimum, agencies submitting proposals must partner with their local health department.*

---

---

---

---



8. What population will be served and what need in your community will the installation of a Monday Mile address? *Provide supporting data such as obesity or chronic disease rates or resident feedback in support of this project.*

---

---

---

9. What is your timeline for installing the Monday Mile route? *Routes must be completed and installed within 5 months of receiving approval.*

---

---

---

10. What technical assistance will be most useful to you in developing your Monday Mile? *We can provide signage templates, assist with design, assist with route assessment for accessibility/safety.*

---

---

---

11. Who will install the signs?

---

---

---

12. How do you plan to promote the route?

---

---

---

---

13. Evaluation: *Describe how you will measure participation, community feedback. If you intend to achieve specific measurable outcomes, please indicate what those outcomes are and how they will be measured. The Lerner Center can provide technical assistance to develop an evaluation plan for this initiative.*

---

---

---

---

Please send an electronic copy of this request and a cover letter signed by your agency’s Executive Director or Health Department Director in support of this project to Leah Moser, Program Coordinator for the Lerner Center ([lemoser@syr.edu](mailto:lemoser@syr.edu)). Applications will be reviewed within 15 days of receipt.