

Positive Spin

2657 University Ave Morgantown, WV 26505 phone: 304-276-0213
www.positivespin.org



March 20, 2009

Dr. Joyce T. Heames, Assistant Professor of Management and Industrial Relations
WVU College of Business & Economics
PO Box 6025
Morgantown, WV, 26505

Subject: “If Wheels Could Talk....” Funding Request from Positive Spin

Dear Dr. Heames:

Positive Spin is pleased to submit this funding request to your Corporate Citizenship Project students for their review.

If Wheels could talk... is being created to get kids excited about sharing stories about their bike adventures, while developing writing skills and establishing active lifestyle habits. We look forward to your partnership in our cooperative efforts to promote children's health and literacy in the Morgantown region.

Thank you for your time and consideration.

Sincerely,

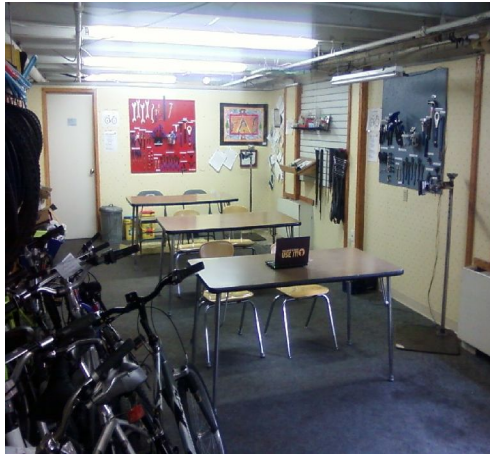
Nick Hein, Director
Positive Spin

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1.0 Intended Use of Funds



Positive Spin's Shop converted to Writing Lab Space

“If Wheels Could Talk...” (IWCT) is proposed as a one-on-one Writing/Tutoring lab for school-age kids who want to share their stories about biking adventure. Positive Spin's shop space will be turned into a classroom 10 hours a week where each kid (up to 6 per session) can sit with a volunteer tutor and share their stories about biking adventure (or interview other cyclists to record their adventures). At the end of the Summer the stories will be collected into a book for publication and sale. Proceeds will support continued operation of the program. A CCP grant of \$4,000 is being sought to provide startup costs of purchasing computing and printing resources and pay operating costs for a pilot implementation.

IWCT is modeled after David Egger's TED-Prize winning **826 Valencia** project in San Francisco (ted.com/index.php/speakers/dave_eggers.html) – an afterschool program where community volunteers give kids individual attention to help them compose, write and edit their stories about any subject that excites them. IWCT will replicate that program with a focus on telling stories about bike adventures. Kids open up with their stories and get excited about writing when there is an adult taking them seriously, and they know the story will be have permanence in a book. Sharing bike stories will inspire them to have more adventures and ultimately lead to active, healthy lifestyle habits that will last them a lifetime.

Alternative Funding

In the absence of CCP funding it is our intent to go forward with the program by campaigning for private donations from other sources as identified in the budget worksheet. However, in order to begin a pilot program by Summer it is necessary to have initial funding to hire a program coordinator before June. The CCP grant can provide this funding in that short time. If our application is not successful the program will have to be postponed until such time that alternate staffing (Americorp, Vista) and/or funding can be found.

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2.0 Description of organization Services, employees, and volunteer support (Includes Item 6)

Positive Spin is a Morgantown-area all-volunteer, non-profit that supports citizens who choose sustainable transportation to make our community a better place for people and other living things. We have been operating since 2005 giving grass-roots support to individuals and community groups who want to get places under their own power while respecting the places they travel through. Our primary source of fundraising is currently bike recycling (we have collected more than 3000 bikes in the 3 years since our opening) and budget repairs. This provides approximately \$6-10K per year. We have provided hundreds of bikes to local citizens who couldn't have afforded them otherwise. In addition our shop and website serve as a resource center for anyone wanting to walk, bike, bus or carpool – safely and enjoyably. Our corp of volunteers (staff and drop-ins) has created a welcoming peer group and setting for anyone who wants to break their addiction to single-occupant motor vehicles.

Positive Spin has become established as the Morgantown region's resource for grassroots sustainable transportation. Our recycling programs, safety education and advocacy activities are widely known and appreciated at all levels in the community. We have become a support group for citizens who want to live car-free without sacrificing mobility. Our accomplishments include:

- Collection and recycling of unused bikes (over 3000 since 2005)
- Community bike workshop space and parts supply
- Providing rehabilitated bikes for anyone who needs them (in exchange for a voluntary donation)
- Providing discounted/free bike helmets (approximately 100/year)
- Donation of youth and kids' bikes to Christian Help's Christmas toy drive (150 bikes since 2005)
- Bike Safety lectures and bike rodeos for schools and community groups. (10 programs in 2008)
- Website with community forum for discussion of transportation issues and events
- A corp of regular and drop-in volunteers skilled in bike repairs and service.
- Donating rehabilitated bikes to community organizations as prizes for fundraising events.
- Working with city, county and schools and to improve education and infrastructure for sustainable transportation.

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3.0 Project Time frame

The following table presents the proposed schedule for a pilot implementation of the program for Summer 2009.

Table 1.0 Proposed Project Schedule - “If Wheels Could Talk...”

Item	Date	Notes
Apply for Grant	03/20/09	Proposal Application due
Funding Awarded	05/01/09	Purchase equipment (See Budget for details) Recruit director Recruit volunteers Obtain web hosting, establish website and email accts.
Train director, volunteers	06/01/09 to 06/09/09	
Create Website	06/01/09	Establish homepage, online sign-up (for volunteers and participants), blog for progress reporting
Summer Operation Begins	06/09/09	“If Wheels Could Talk...” opens – tentative schedule <i>M-W-F 9-11pm</i> <i>T-Th 6-8pm</i>
MidProgram Review	07/15/09	Mid-program review <i>Assess progress, measure success, plan for continuation</i>
Summer Operation Ends	08/21/09	Collect and edit stories for publication. Proceeds from sale of book support continuation of program.
Start of Monongalia County School Year	08/26/09	Determine schedule for continued operation during school year.
Prepare and submit final report	09/26/09	This report will be a resource when approaching donors for future funding.

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4.0 Significance of Grant to Funding Needs

The following table lists anticipated expenses for equipment and operation of a Summer pilot program. Alternative funding sources are listed for each item in the event 100% of funding from the CCP is not available. Positive Spin anticipates having sufficient funds to apply up to \$1000 toward the program.

Table 2. Proposed Budget and Alternative Funding Sources

Description	Notes	Unit Cost	Total	Alternate Funding Source
Staff Member Pay	Project coordinator, 20 hrs/wk, \$20/hr (burdened)	\$800 mo	\$2,400.00	Americorp, Vista
Project volunteers	Recruiting sources: High school students, college students, writing professionals, community groups and individuals, seniors	No Cost	No Cost	NA
Netbook/mini computers	6 total required	\$300.00 ea.	\$1800.00	Educational grants, discounts, Surplus sources
Printer	Color Laser Jet	\$400.00	\$400.00	“
Printer Supplies	Ink and Paper	\$33/mo	\$100.00	Apply to merchants for donations
Phone and Internet Installation	Install wiring for phone, DSL. service charge	\$100	\$100.00	Apply to other donors and grant sources
Monthly internet fee	Post news, stories	\$20/mo	\$60.00	“
Web hosting fee	Used to track progress	\$15 mo	\$45.00	“
Print and Broadcast Advertising	Radio, TV, Newspaper ads, articles, flyers, banners	\$100	\$100.00	“
		Grand Total	\$5,000.00	
Contribution from Positive Spin's			\$1,000.00	
		Net Grant Request	\$4,000.00	

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5.0 Impact of Project

Kids open up with their stories when there is an adult taking them seriously, and they know their story will be shared to inspire others. Sharing those stories is expected to inspire them to have more adventures and lead to active, healthy lifestyle habits that will last them a lifetime.

For the community, IWCT stories preserve personal and community history at the same time they encourage all citizens to be more physically active. When that activity includes biking for work, shopping and meetings, traffic will be reduced and all citizens will benefit.

For Positive Spin, IWCT affords the opportunity to make use of our shop space between repair sessions in a way that exposes more people – volunteers, students and educators – to our mission and resources. Volunteers for this project aren't required to have any special skills other than knowing how to read, write and care.

For the students (based on the success of similar programs on which IWCT is patterned) we expect students to leave with a good story, a good feeling and a better future for their academic skills and physical health.