

PARTNERSHIP ALERT:

Community Grant & Gift of Safety

Apply through April 15, 2025, 8:00 PM ET



Buckle Up for Life

TOYOTA



Executive Summary



About Buckle Up for Life:

Buckle Up for Life is a national child passenger safety education program, created in 2004 by Cincinnati Children's and Toyota to empower all people to buckle up and go safely—one family, one car seat, one lesson at a time.

Opportunities:

Buckle Up for Life is accepting applications for two flagship opportunities, to help reduce the risk of motor vehicle-related injury and death during the 2025-2026 program year, as summarized in the table, below, and as described in further detail on the following pages.

	Community Grant	Gift of Safety
Key Benefits	<ul style="list-style-type: none">• \$20,000	<ul style="list-style-type: none">• 50 Free Convertible Car Seats
Key Deliverables	<ul style="list-style-type: none">• Distribute at least 150 car seats, for free, with education and installation assistance, to families in need• Educate at least 225 people on child passenger safety	<ul style="list-style-type: none">• Distribute all 50 car seats, for free, with education and installation assistance, to families in need
Reporting	<ul style="list-style-type: none">• Rolling/Real-Time Reporting• Mid-Year Report• Final Report	<ul style="list-style-type: none">• Quarterly Reports
General Eligibility*	<ul style="list-style-type: none">• Must operate in North America• Must be one of the following:<ul style="list-style-type: none">○ 501(c)(3) or 509(a), or equivalent for non-US applicants in North America○ Public service agency (e.g., fire/police dept, health dept, school, etc.)○ Federally recognized tribal nation• Must have an injury prevention program with at least one certified child passenger safety technician (CPST) on staff• Must serve families in the community. <i>Buckle Up for Life does not fund or resource hospital-based in-patient patient programs.</i> <p><i>*Additional eligibility rules may apply to specific partnerships. For more information, visit www.buckleupforlife.org/our-partners/become-a-partner/</i></p>	
Program Period	August 1, 2025 - July 31, 2026	
Application Period	February 17, 2025 – April 15, 2025 (8:00 PM ET)	
How to Apply	<p>To apply for either opportunity (or both), based on interest and eligibility, complete the <i>Common Partnership Application</i>. Please visit www.buckleupforlife.org/our-partners/become-a-partner/ to learn more about both open opportunities; and to access helpful application resources and the Buckle Up for Life <i>Common Partnership Application</i>.</p> <p><i>Note that as a first step of the Common Partnership Application, you will automatically be prompted to register (or re-register) as a Buckle Up for Life partner for the 2025-2026 program year. This registration is a free step, with no associated obligations. After completing this embedded Partner Registration, you may proceed to the Community Grant and/or Gift of Safety application sections. The Partner Registration, alone, is not an application for funding or free car seats.</i></p>	
Review & Notification	<p>All organizations will be considered for each opportunity for which they apply, and each will be assessed for best fit. <i>Note that an organization cannot be simultaneously awarded both partnerships during the same program year.</i></p> <p>Applicants that are not offered a <i>Community Grant</i> or <i>Gift of Safety</i> partnership may still take advantage of the limited free benefits awarded to all registered Buckle Up for Life partners.</p> <p>Notifications will be sent to all applicants, via email, in late spring 2025.</p>	

Note: Buckle Up for Life partnerships are designed as community interventions and have been exempted by the Institutional Review Board at Cincinnati Children's. Neither Cincinnati Children's nor Toyota provide liability insurance coverage for Buckle Up for Life partners and affiliates.



Program Period:

August 1, 2025 – July 31, 2026

Overview:

Buckle Up for Life's *Community Grant* is a highly competitive opportunity that provides seasoned child passenger safety programs across North America with financial support to either sustain or grow their community-based programs. While there are limits on certain spending categories, budgets are generally flexible and are applicant designed and proposed.

Buckle Up for Life aims to provide multiple *Community Grants* during the 2025-2026 program year, as prime award funding allows.

Eligibility:

To qualify, *Community Grant* applicants:

- Must operate in North America
- Must be one of the following:
 - 501(c)(3) or 509(a), or equivalent for non-US applicants in North America
 - Public service agency (e.g., fire/police dept, health dept, school, etc.)
 - Federally recognized tribal nation
- Must have an injury prevention program with at least one certified child passenger safety technician (CPST) on staff
- Must serve families in the community. *Buckle Up for Life does not fund or resource hospital-based in-patient patient programs.*
- Must not already be in their second year of consecutive *Community Grant* funding. *After two consecutive years, organizations must wait one year before applying again. During the interim, they may still apply for Gift of Safety and/or other Buckle Up for Life partnerships.*
- Must not apply on behalf of a coalition. *Buckle Up for Life does not offer the Community Grant Partnership to third party coalitions. Organizations who house coalition community chapters should apply on their own behalf, or should apply (as a coalition) for a Gift of Safety partnership instead.*
- Must have organizational capacity (self-attestation) to meet all deliverables and reporting expectations.

Partner Benefits:

Each *Community Grant* partner will receive \$20,000.

Community Grant partners also receive program training and support, and access to online tools (including an optional, personalized *Virtual Safety Station* microsite), as well as Buckle Up for Life's educational resources and curricula.

Additionally, *Community Grant* partners will have access to Buckle Up for Life's online Swag Shop where they can select a limited supply of in-kind branded materials (E.g., tablecloths, banners, safety vests, jackets, shirts, giveaways, literature, etc.) to enhance their program. These items are provided for free and are not paid from grant funds.

Note: No in-kind car seats are provided directly to Community Grant partners. Car seats to be distributed, and credited toward program deliverables must be purchased by the grantee, using grant funds.

Budget:

Applying institutions must submit a budget with their application, to be approved by Buckle Up for Life. Acceptable program expenditures include salary support, supplies, equipment, mileage, etc. *Note that some budget sections, including salary and administrative costs are each capped at 25% (\$5000) of the total grant amount.*

Budget instructions must be followed exactly, and fully to avoid application disqualification. See full budget instructions and access budget template by visiting www.buckleupforlife.org/our-partners/become-a-partner/.

Minimum Expectations:

Community Grant partners are expected to meet and report the following deliverables:

- Distribute at least 150 car seats, for free, with education and installation assistance, to families in need
- Educate at least 225 people on child passenger safety

Ideal grant partners will surpass these minimums, by providing multiple educational sessions and outreach opportunities to serve as many people as possible, in accordance with the guidelines outlined below.



Car Seat Distribution Guidelines:

- Car seats should be purchased directly by the grantee using subaward funding.
- Buckle Up for Life does not mandate make, model, or type of car seats to be distributed; grantees should consider cost, value, and expected output goals when purchasing seats.
- Car seats may be distributed at the agency's discretion—although the focus should be on at-risk populations. Each agency may assess and determine local need.
- Car seats must be installed with the assistance of a CPST.
- Car seats provided by Buckle Up for Life must be given away to selected families for FREE. Partners may not sell or solicit donations for Buckle Up for Life car seats.

Child Passenger Safety Education Guidelines:

- Reported totals should only reflect the true number of individuals that received high-quality passenger safety education, provided by a CPST. *Only include meaningful interactions like classroom instruction, demonstrations, or carside assistance. Do not include activities like handing out fliers at a health fair. Do not include social media likes or website clicks, etc.*
- As a resource, Buckle Up for Life provides the curricula and supporting materials necessary for a CPST to deliver age-appropriate education as follows:
 - Children: seat belts, where to sit in a car, and proper passenger behavior.
 - Teens: crash dynamics, seat belts, and sound decision-making.
 - Adults: crash dynamics, seat belts, distracted driving, and child-passenger safety.
- Education can be provided in-person or virtually; and in any language as needed to accommodate the learner(s).

Community Grant partners are also expected to fully participate in brief, monthly status calls with Buckle Up for Life, as well as all-partner, quarterly webinars.

Reporting:

Community Grant partners will submit regular reports to Buckle Up for Life summarizing their outputs in real time throughout the program year. Mid-year and final reports will also include financial summaries.

How to Apply:

To apply, complete the *Common Partnership Application* during the application period, as noted.

The web-based *Common Partnership Application* utilizes branch logic questioning to route applicants to the sections required for each partnership (*Community Grant* and/or *Gift of Safety*) for which they are interested and eligible to apply.

All applicants will be assessed and considered for each opportunity for which they apply.

Note that as a first step of the Common Partnership Application, you will automatically be prompted to register (or re-register) as a Buckle Up for Life partner for the 2025-2026 program year. This registration is a free step, with no associated obligations. After completing this embedded Partner Registration, you may proceed to the Community Grant and/or Gift of Safety application sections. The Partner Registration, alone, is not an application for funding or free car seats.

Please visit www.buckleupforlife.org/our-partners/become-a-partner/ to access helpful application resources and the Buckle Up for Life *Common Partnership Application*.

Notification and Acceptance:

Notifications will be sent to all applicants, via email, in late spring 2025.

If conditionally offered a *Community Grant* partnership, that offer may be contingent upon additional steps, up to and including successful and timely completion of additional forms and complete execution of a standard, non-negotiable sub-award contract between your institution and Cincinnati Children's Hospital Medical Center—which requires certain terms, including liability coverage, to be met. No revisions or changes to the standard subaward contract can be accepted. Actual availability and disbursement of funds may also depend on availability of funding from the prime award sponsor (Toyota), as well as other factors, which can change. Prior to actual funding, any preliminary offer may be rescinded at any time and for any reason.

Orientation:

Buckle Up for Life *Community Grant Partner Orientation* will be offered virtually in late summer 2025.

Attendance is mandatory. Only one person from each partner agency is required to attend, but there is no limit to how many additional team members can join.





Program Period:

August 1, 2025 – July 31, 2026

Overview:

Buckle Up for Life's *Gift of Safety* is a highly competitive opportunity that provides both new and seasoned child passenger safety programs across North America with free car seats and access to Buckle Up for Life educational resources.

Buckle Up for Life aims to provide multiple *Gift of Safety* partnerships during the 2025-2026 program year, as prime award funding allows.

Eligibility:

To qualify, *Gift of Safety* applicants:

- Must operate in North America
- Must be one of the following:
 - 501(c)(3) or 509(a), or equivalent for non-US applicants in North America
 - Public service agency (e.g., fire/police dept, health dept, school, etc.)
 - Federally recognized tribal nation
- Must have an injury prevention program with at least one certified child passenger safety technician (CPST) on staff
- Must serve families in the community. *Buckle Up for Life does not fund or resource hospital-based in-patient patient programs.*
- Must have organizational capacity (self-attestation) to meet all deliverables and reporting expectations.

Partner Benefits:

Each *Gift of Safety* partner will receive a direct shipment of 50 convertible car seats (shipping and handling included), in-kind.

Gift of Safety partners also receive program training and support, and access to online resources (including an optional, personalized *Virtual Safety Station* microsite), as well as Buckle Up for Life's educational tools and curricula.

*Note: No direct funding is provided to *Gift of Safety* partners.*

Minimum Expectations:

Gift of Safety partners are expected to meet and report the following deliverables:

- Distribute at least 50 car seats, for free, with education and installation assistance, to families in need
- Educate every family that receives a Buckle up for Life car seat on child passenger safety

Gift of Safety partners must adhere to the guidelines outlined below.

Car Seat Distribution Guidelines:

- Car seats may be distributed at the agency's discretion—although the focus should be on at-risk populations. Each agency may assess and determine local need.
- Car seats must be installed with the assistance of a CPST.
- Car seats provided by Buckle Up for Life must be given away to selected families for FREE. Partners may not sell or solicit donations for Buckle Up for Life car seats.

Child Passenger Safety Education Guidelines:

- Reported totals should only reflect the true number of individuals that received high-quality passenger safety education, provided by a CPST. *Only include meaningful interactions like classroom instruction, demonstrations, or carside assistance. Do not include activities like handing out fliers at a health fair. Do not include social media likes or website clicks, etc.*
- As a resource, Buckle Up for Life provides the curricula and supporting materials necessary for a CPST to deliver age-appropriate education as follows:
 - Children: seat belts, where to sit in a car, and proper passenger behavior.
 - Teens: crash dynamics, seat belts, and sound decision-making.
 - Adults: crash dynamics, seat belts, distracted driving, and child-passenger safety.



- Education can be provided in-person or virtually; and in any language as needed to accommodate the learner(s).
- *Gift of Safety* partners are also expected to provide each family served with a car seat pact (provided by Buckle Up for Life) to be signed and returned for the purpose of aggregating non-identifiable demographic data to be reported back to Buckle Up for Life. *Note: Individual car seat pacts should not be sent to Buckle Up for Life.*

Reporting:

Gift of Safety partners are required to submit quarterly reports to Buckle Up for Life summarizing their progress throughout the program year.

How to Apply:

To apply, complete the *Common Partnership Application* during the application period, as noted.

The web-based *Common Partnership Application* utilizes branch logic questioning to route applicants to the sections required for each partnership (*Community Grant* and/or *Gift of Safety*) for which they are interested and eligible to apply.

All applicants will be assessed and considered for each opportunity for which they apply.

Note that as a first step of the Common Partnership Application, you will automatically be prompted to register (or re-register) as a Buckle Up for Life partner for the 2025-2026 program year. This registration is a free step, with no associated obligations. After completing this embedded Partner Registration, you may proceed to the Community Grant and/or Gift of Safety application sections. The Partner Registration, alone, is not an application for funding or free car seats.

Please visit www.buckleupforlife.org/our-partners/become-a-partner/ to access helpful application resources and the Buckle Up for Life *Common Partnership Application*.

Notification and Acceptance:

Notifications will be sent to all applicants, via email, in late spring 2025.

If conditionally offered a *Gift of Safety* partnership, that offer may be contingent upon additional steps, up to and including successful and timely completion of additional forms. Actual shipment of free car seats may also depend on availability of funding from the prime award sponsor, as well as other factors, which can change. Prior to final delivery of car seats, any preliminary offer may be rescinded at any time and for any reason.

Orientation:

Gift of Safety partners will be required to attend a virtual *Welcome Webinar* in late summer 2025, as a general introduction to the program; and to receive an overview of educational materials, as well as project logistics, such as data collection and reporting.

Attendance is mandatory. Only one person from each partner agency is required to attend, but there is no limit to how many additional team members can join.

