



Grant Application Amendment

Through the years, Kiwanis has been a dedicated partner in helping Valley Children's Hospital provide necessary safety equipment and classes that benefit our Central Valley community. Valley Children's is incredibly grateful for the \$18,500 grant from the Kiwanis Cal-Nev-Ha Children's Fund.

Due to the changing environment around COVID-19 restrictions, many of the public events we previously planned such as car seats checks and educational classes have been canceled. We respectfully request to change the details of our grant application as follows.

- We will be produce injury prevention videos for school aged children covering a variety of topics. The intent is to disperse them through the school districts, thereby, creating a much greater reach than just our Seat Check Saturday event.
- Since many school districts are virtual, they are looking for content to share with their students.
- We would initiate Phase 1 production in 2020.
- By 2021, we will expand upon the videos and create a curriculum for teachers to use in the classroom.
- We will be utilizing our Valley Children's staff and members of the Safe Kids Central California Executive Council to film these videos.
- Kiwanis and Cal-Nev-Ha will be recognized in the videos as the sponsor.

With Cal-Nev-Ha's approval, the team at Valley Children's will move forward with creating these series of educational videos that will continue to benefit children and families within the 12 counties we serve.

Safe Kids Video Series

VALLEY CHILDREN'S HEALTHCARE | Proposal - Sept. 2, 2020

PROJECT OVERVIEW

Create a series of six videos to be used as trauma prevention education in schools and social media.

GOALS

1. Highlight Valley Children's commitment to kids and high-quality care
2. Highlight the benefits of living in the region
3. Illustrate the overall culture of Valley Children's

SPECIFICATIONS

- Pre-Production
 - Pre-production meeting with Valley Children's trauma and PR teams
 - Creative direction and story development
 - Collaborate on scripting and concept and development
 - Work with Valley Children's on production schedule

- On Location Filming
 - Includes professional lighting and gear package
 - Capture footage of speakers providing message
 - B-roll of demonstrative scenes

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- Editing and Post Production
 - Sync, edit, color, score.
 - Includes up to 3 rounds of proofing
 - Online proofing and collaboration

MILESTONES & DATES

- Mid-September Filming
- Due date of final videos TBD (first video due at end of September)

DELIVERABLES

- Pedestrian Safety (2 people, 2 locations)
- Water Safety (1-2 people, 1 location)
- Burn Prevention (2 people, 2 locations)
- Bicycle/Helmet Safety (2 people, 2 locations)
- Booster Seat/Seatbelt Use (2 people, 1 location)
- Poison Prevention (2 people, 2 locations)

PRICING

- | | |
|--|-----------------|
| ● Shoot six scenes at up to 10 locations | \$8,500 |
| ● Editing for six short videos | \$10,000 |
| ● TOTAL | \$18,500 |

PAYMENT TERMS

50% due to begin project. Payment of each individual video due upon completion.

* All raw footage and assets will be made available to Valley Children's.

* In the case of any extensive and unforeseen alterations that result in a significant change in project scope, a new agreement will be reached by both parties.