

Increase Support And Funding For Your Program

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It is no secret that the areas of Health and Physical Education are under appreciated by many. It is also not uncommon to have a relatively smaller budget in these areas despite serving the entire school population. The following information will outline the tips and tricks that I have found useful to increase support and funding in the different programs I have worked with. I will also address in greater detail the steps I have taken to host school and community events that can be used to increase support and funding.

Communication:

It is important to communicate with your: fellow teachers, administrative staff, the students parents/guardians, and the community in general. Unfortunately, there are still many who think of “gym class” as just playing games for fun. It is important to let everyone know that in your Physical Education and Health class the students are learning important skills that impact them far beyond the walls of your classroom.

- Parent letters or emails announcing what great things you are doing
 - Include pictures with permission
 - Highlight important points tied to research
 - Include ideas for staying active at home
 - Include a healthy, kid friendly recipe
- Set up a display at back-to-school night
 - Create an enticing display to draw in parents
 - Have a handout with important information about your program
 - Include information about staying active at home
 - Include important points about nutrition
- Present at a staff meeting, PTO/PTA meeting or school board meeting
 - Put together a slideshow with pictures and key points about your program
 - Make connections to research
 - Promote a new program or curriculum you want to introduce

- Post on your school's website
 - Can be on your school's main page or your teacher page
 - A picture and quick blurb about an exciting lesson, or special program ex. Jump Rope for Heart Event, ACES
- Submit an article to the local paper
- Include and highlight any cross curricular lessons

Host an event:

Hosting an event is a great way to let the parents and families of your students, and the community see what great things you are doing and highlight the importance of Health, Physical Education, or any other initiative your working on. Your event can also be used as a way to raise funds to accomplish a specific goal you have or to raise general funds to grow your program.

- Family Fitness Night, Staff vs Student sports/games event, Student and Parent sports/games event, Family Field Day, Yoga Night
 - Can be done with any budget even \$0
 - Admission can be free or used to support your budget or raise funds
 - Food and beverages can be included through sponsorship, donations, or as a budget item, and can be used to raise funds
 - Pre packaged food is easiest, if you are cooking food for your event, or selling homemade baked goods you may need to check with your town's health dept. for rules and regulations
 - Sponsorship of different components of your event can raise money
 - Businesses often have an advertising budget, by sponsoring a component of your event they get a charitable tax write off and free advertising through all of your event promotions
 - Know where you will be listing their support to help sell them on being a sponsor (newspaper article, school website, posters around town, flyer going home with every student in district, etc.)
 - Sponsorship can also be for providing goods or services for your event; local restaurant providing food, local service group providing manpower, etc.

- School spirit wear can be sold to raise funds
- 50/50 raffle to raise funds (may need permit)
- Silent auction or tricky tray raffle as part of your event
 - Participants can get tickets for raffle for free for early registration, or for all participants, or sell tickets to raise funds (may need permit).
 - Many times local businesses will donate merchandise for your raffle (1 month gym membership, food basket from health food store, sports equipment from sporting good store, free round of golf, gift card, etc.).
- Advertising space
 - If you put together a booklet for your event, you can sell advertising space in the booklet
 - Ex. As part of a Family Fit Night event or as its own initiative- get parents to submit their favorite healthy recipe. Make a simple recipe book and also sell advertising space throughout. Hand out to all participants, or everyone in district.
 - If your event involves any type of sit down meal, you can sell advertising space on a placemat.
- Tap into all your resources
 - Is there a staff member or parent in your district that has a particular skill or talent?
 - Ex. a student's parent that is a yoga instructor and is willing to volunteer to lead a yoga night
- Restaurant fundraiser
 - Partner with a local restaurant, preferably one that offers a health conscious menu, and have them offer a % of the proceeds on a particular day/s to be donated towards your initiative
 - You advertise and drive additional business to them and you get additional funding
 - Set up a display during the event and bring additional awareness to your cause

Additional resources to increase your budget:

- Negotiate better prices for equipment
 - Check with the different vendors for a price quote and follow up with a call to see if there is anything further they can do
- Sell your administration on the importance of your budget items
 - Provide a research based argument why you need safer, more effective equipment to benefit the students
- PTO/PTA funding
 - May be able to help fund some equipment or a special activity
- Corporate sponsorships of a program or piece of equipment
 - You can possibly offer to put up a permanent plaque giving credit for a sizeable donation to furnish a new weight room or supply the funding needed for a new afterschool program.
- Community and other non-profit groups in your community
 - Local groups may be able to help out with resources or funding
- Grants
 - There is a lot of free money out there.
 - Some grants have very simple applications and others are quite involved.
 - Following are some resources to search out grants that your organization may be eligible for:
 - <https://www.shapeamerica.org/grants/>
 - <https://ed.gov/programs/whitephysed/index.html>
 - <http://www.achievethecore.org/grant-finder/>
 - <http://sparkpe.wpengine.com/grants/grantfunding-resources/>
 - Check with local hospitals and larger corporations about grants and funding they may have available to benefit local youth or educational ventures.