FUNDING MADE EASY!

To be eligible for funding, your school must:

- Be enrolled in Fuel Up to Play 60 for the 2019-2020 school year
- Participate in the National School Lunch Program
- Have a registered Program Advisor
- Have the support of other adults in the school
- Involve students in your plan
- Choose a Healthy Eating Play and a Physical Activity Play from the 2019-2020 Playbook

**Healthy Eating Plays**

*Farm to School – Know Your Food*
*Breakfast for Everyone – First Meal Matters*
*Smoothies – Highlight Healthy Foods – Go Nutritious*
*Fight Hunger – Nourish Your Community*
*Food: Waste Less and Enjoy – It’s Good for All of Us!*

*Denotes Preferred Plays: While funding is not guaranteed, priority consideration given to those who request funding for these Plays.

**Physical Activity Plays**

All In, All Abilities – Activate Your School!
In-Class Physical Activity Breaks
NFL FLAG-in-Schools – Get in the Game!
Recess Refresh – It’s Not so Elementary
Walk this Way – Start a Walking Club

Visit [FuelUpToPlay60.com](http://FuelUpToPlay60.com) for more details!
How to Write a Winning Grant Application:
- Sign yourself up as a Program Advisor
- Talk with your School Nutrition Director
- Talk with your Physical Activity Champion
- Talk with your principal
- Get students involved
- Visit NewEnglandDairyCouncil.org for funding ideas and tips

Winning Applications Include:
- Consider choosing one of our “Preferred Plays” for the best chance to potentially receive funding
- Strong student input and leadership
- A sustainable, long-term plan! We want to fund programs that will start during the 2019-2020 school year and continue into the future.
- Support for school meals…Think: How can we make meals more appealing or more accessible to students?

Healthy Eating Equipment Ideas:
- Farm to School
  - Glass front merchandisers
  - Sectioners for slicing and wedging fruits and vegetables
  - Yogurt or salad bar
- Nourish Your Community
  - Milk coolers/insulated bags for summer meals
  - Portable picnic tables
  - Hot foods holding equipment for summer meals
- Breakfast for Everyone
  - Coolers, insulated bags, refrigerators, freezers
  - Salad/food bar, breakfast cart/kiosk
  - Smoothie machine/blender, yogurt pump, other food prep equipment

Denotes our favorite items to fund

Physical Activity Ideas:
- Small physical activity equipment: jump ropes, balls, kettlebells, playground stencils
- Large physical activity equipment: Recess carts/equipment racks, playground equipment
- Items to support group movement: Xbox Kinect, Wii, DVD’s
1. How will funding be used to help accomplish your Healthy Eating and Physical Activity Plays? Think about the items, equipment and services you plan to purchase and how they will be used.

   Healthy Eating:

   Physical Activity:

2. How will your Healthy Eating Plan encourage students to consume more healthy foods, especially:
   a. Low-fat/Non-fat Dairy

   b. Fruits and Vegetables

   c. Whole grains

3. How will you promote your new programs? Identify adults and students who will be involved. Ex: Kickoff event, ongoing promotion, newsletters, etc.

   Healthy Eating:

   Physical Activity:

4. How will your school continue with your plans after funding is exhausted?
Budget Development Guide

When developing your budget:

- Clearly identify items and amounts.
- Keep requested amounts to stated limits described below.
- Healthy Eating Budget must be larger than or equal to Physical Activity budget.
- List all expenditures requiring funding in the budget.
- Consider In-kind support for your funded plans. Be prepared to describe and provide an estimated value from community partners.

<table>
<thead>
<tr>
<th>Description of items</th>
<th>$ Amount/Value Requested</th>
</tr>
</thead>
<tbody>
<tr>
<td>List detailed description of actual items to purchase.</td>
<td></td>
</tr>
<tr>
<td>1 Vitamix Blender Model # NS0362020</td>
<td>2000</td>
</tr>
<tr>
<td>25 jump ropes, Frisbee, @$3 ea.</td>
<td>150</td>
</tr>
</tbody>
</table>

Budget Considerations and Ideas:

Healthy Eating:

- **Cafeteria Equipment**: food prep equipment, yogurt pumps, smoothie machines, etc.
- **Equipment for cold storage/Food transport**: coolers, insulated bags, refrigerators, breakfast carts, kiosks, wagons, etc.
- **Food for taste test** activities. *(Total limit $0.60 per student)*

Physical Activity:

- **Fitness Equipment**: small items (balls, jump ropes, cones, pavement stencils) or larger items such as playground equipment or treadmills.
- **Tracking/Monitoring equipment**: pedometers, heart rate monitors, etc.
- **Hard/software that supports group movement**: Xbox Kinect, Nintendo Wii, DVDs, etc.

Other budget categories that may fit in either Healthy Eating or Physical Activity project:

- **Environmental improvements**: permanent signs, menu boards, bulletin boards, etc. *(Total limit $500)*
- **Kickoff and Promotion**: signage, posters, or other printed material to promote the program.
- **Incentives/Rewards for students** *(Total limit $200)*
- **Stipends/Fees**: Support for trainers/speakers or for internal staff. *(Total limit -$400 outside speakers; $300 internal staff)*
- **Nutrition education materials** *(Total limit $200)*

Questions? Contact us at NEDFC@NewEnglandDairy.com