



Funding Application Form

For information about the funds and how to apply – and to submit an application – go to FuelUpToPlay60.com.

In order to apply for funding for Fuel Up to Play 60, your school must first complete the steps below. Check the boxes below to signify that your school has completed each of these steps.

Our school is enrolled in the Fuel Up to Play 60 Program for the 2010-11 School Year.

Our school has identified and enrolled a Fuel Up to Play 60 Program Advisor.

Program Advisor Name: _____

Job Title: _____

Email Address: _____

Our school has completed and submitted the Fuel Up to Play 60 School Wellness Investigation.

Contact/School Information

Name of person completing this application on behalf of school: _____

Job Title: _____

Role with Fuel Up to Play 60: _____

Phone: _____

Email Address: _____

Fax Number: _____

School District Name: _____



School District Enrollment: _____

School Name: _____

School Enrollment: _____

School Address: _____

City _____ State _____ Zip Code _____

School Tax Identification Number: _____

Please indicate the amount of funding your school is applying for: \$ _____
(Must match total funding request appearing on page 11)

If your funding request is awarded, please indicate payee (must be school or division within school) and to whom and where the check should be mailed or delivered.

Check Payee (school name): _____

Sent to the Attention of (person's name): _____

Address: _____

City, State, Zip: _____

1. Was your school involved with Fuel Up to Play 60 last year (2009-10 school year)?

Yes No

2. Does your school participate in the National School Lunch Program?

Yes No

3. Does your school participate in the National School Breakfast Program?

Yes No



4. What percentage of students at your school is eligible to receive free/reduced priced school lunch? _____%

Student Participation

5. What percentage of students at your school will participate in Fuel Up to Play 60 – by participating in events/activities and through program planning and implementation?

- 0%
- 1-9%
- 10-19%,
- 20-29%
- 30-39%
- 40-49%
- 50-59%,
- 60-69%
- 70-79%
- 80-89%,
- 90-99%
- 100%

6. Please describe how students will take a leadership role to plan and implement Fuel Up to Play 60 and work with adult leaders in the school.



7. Please describe specifically how other students will be involved in the implementation and participation of Fuel Up to Play 60 in your school.

8. Describe how students will engage their peers with healthy eating and physical activity messages and activities (e.g., through Fuel Up to Play 60 Challenges or other promotions, peer mentoring, social networking, school events or other activities).



9. Fuel Up to Play 60 relies on a team approach with students and adults. By checking the boxes next to each statement below, please confirm that the following key school leaders approve this application and will fully support the proposed program and requirements, if funded.

_____ (principal's name) approves this application and will fully support the proposed program and requirements, if funded.

Principal's email address: _____

_____ (school nutrition professional's name) approves this application and will fully support the proposed program and requirements, if funded.

School Nutrition Leader/Manager's email address: _____

_____ (physical education department chair's name) approves this application and will fully support the proposed program and requirements, if funded.

Physical Education Department Chair's email address: _____



10. Please tell us if there are any other key adults who will be involved in the planning and implementation of Fuel Up to Play 60 in your school.

Name: _____

Job Title: _____

Email: _____

How will this individual be involved? _____

Name: _____

Job Title: _____

Email: _____

How will this individual be involved? _____

Use of Funding

Funds may be used to support broad-based in-school promotions and strategies that create healthy eating and physical activity opportunities for students and the school environment. See the Fuel Up to Play 60 Playbook for dozens of "Plays" that you can use/adapt for your school. Find the Playbook and information about how other schools have used funds effectively at FuelUpToPlay60.com.

11. Your funding request must include both healthy eating and physical activity components. Please briefly explain (maximum of 100 words) the healthy eating and physical activity components of your program.



12. Please explain (maximum of 200 words) how you will use the requested funds to help plan/implement Fuel Up to Play 60 in your school. As part of your explanation, please indicate how your school will use the funds to help improve the following:

- students' awareness of the importance of healthy eating and increased physical activity
- students' access to/consumption of nutrient-rich dairy, fruits, vegetables and whole grains
- students' opportunities for/participation in physical activity in school
- sustainable changes in the school environment

13. Please explain how you will you track/measure the program's reach and impact?
(maximum of 100 words)



15. Is your school currently receiving, or has your school received, any other funding, besides Fuel Up to Play 60 funding, to support healthy eating, physical activity and school wellness?

Yes No

If yes, please explain:

a. The source and amount of the other funding:

b. When the funding was/will be received: _____

c. How it integrates with Fuel Up to Play 60, if at all: _____

16. Is there anything else Fuel Up to Play 60 should consider in reviewing your application? (maximum of 50 words)



Project Budget

Please use the budget worksheet below to describe and total your funding request. **See funding guidelines and terms below.**

Describe each item and list the estimated cost.	Estimated Cost
<p>Materials to promote* healthy eating and physical activity within the school (handouts, brochures, art supplies, printing costs, etc.) May not exceed \$500 for promotion</p> <p>Describe:</p>	
<p>Giveaways to encourage participation</p> <p>Describe:</p>	
<p>Staff/Professional Involvement – stipends*, honoraria and incentives/recognition for staff assisting with the program and for professionals brought in to the school (e.g., speakers, etc.) Stipends used to pay internal staff and volunteers may not exceed \$300</p> <p>Describe:</p>	
<p>Foodservice Materials and Equipment (must support improved access to and consumption of low-fat/fat-free dairy, whole grains, fruits and vegetables)</p> <p>Describe:</p>	



Describe each item and list the estimated cost.	Estimated Cost
Physical Activity Materials and Equipment* <i>Physical activity equipment may not exceed \$1,000</i> Describe:	
Nutrition Education Materials Describe:	
Other (expenses that do not fit categories above) Describe:	
In-kind Support to be received from your community partners Describe and provide estimated value of the in-kind support:	N/A
TOTAL FUNDING REQUEST <i>(May not exceed \$3,000 and must match amount of funding on page 2)</i>	\$

*See Funding Limits below

Note: For funding awards over \$1,000, 80% of the awarded monies will be provided at the beginning of the funding period; the final 20% will be distributed after receipt of the six-month follow-up report. (See Funding Guidelines for more information).

Funding Guidelines and Terms

- Funding requests may only be submitted by schools, not individuals.
- There are four funding application deadlines during the 2010-11 school year:





- October 1, 2010
 - December 1, 2010
 - February 15, 2011
 - June 15, 2011 (money will be distributed after June 30)
- Schools may submit an application during more than one funding cycle per school year. The total amount of money requested in all applications may not exceed \$3,000. Applicants must also adhere to overall funding limits in specific budget categories as outlined in the Funding Amounts and Limits section below.
 - All applications must contain both Healthy Eating and Physical Activity components.
 - Schools are eligible to apply for Fuel Up to Play 60 Funds if they have received other Fuel Up to Play 60 monies in previous years (from Dairy Council, NFL or other program supporters); however, applicants must demonstrate how the requested Fuel Up to Play 60 Funds will provide additional momentum, support and progress in the school
 - Schools are eligible to apply if they have received other funding to support health, physical activity and wellness at their school
 - Applicants receive notification of the funding decision within 45 days of the application deadline. Funding will be disbursed shortly thereafter. For funding awards over \$1,000, 80% of the awarded monies will be provided at the beginning of the funding period; the final 20% will be distributed after receipt of the follow-up report (see below).
 - Awardees who receive funding from the October 1, December 1 or February 15 deadlines must complete an online final report by May 15, 2011 to document activities, expenditures and impact. Awardees who receive funding from the June 15, 2011 deadline must complete an online final report by December 15, 2011. Failure to comply with the required reporting will prohibit your school from receiving the final 20% of awarded funds (for funding awards over \$1,000) and may prohibit your school from receiving further funding.
 - The amount of funding awarded to a school may be less than the requested amount; this is determined by the approving authorities on each application.

Funding Amounts and Limits

- You are encouraged to **request only the amount of money you will need** – from a minimum of \$300 up to a maximum of \$3,000.
- The maximum recommended amount to fund promotional activities and events during one school year is \$500.
- The maximum recommended amount to fund physical activity equipment during one school year is \$1,000.



- The maximum recommended amount to pay a stipend to internal staff and volunteers during one school year is \$300. Honoraria paid to outside individuals (e.g., speakers and professionals providing training) are not included in this stipend limit.
- Funding for a stipend must be incorporated into the application budget with other components.

Use of Funding

- Funds may be used to support a range of different program-related activities, such as kick-off/launch, in-school promotions, student engagement/motivation, action strategy implementation, family engagement, and tracking and measurement.
- Funding may not be used on food sold at school to students.
- Funding may not be used to purchase computer hardware. Other technology requests must be supported with a strong case that it is central or essential to the proposed program.
- Funding may not be used to purchase equipment for organized sports teams.

Other Terms

- Funds may only be used by the participating Fuel Up to Play 60 school that submits the funding application.
- Funds may not be transferred to another school, institution or individual without prior written approval of the Fuel Up to Play 60 funder.
- Use of funds is at the discretion of the school's Fuel Up to Play 60 Program Advisor(s) working with the school team (students and adults helping to plan/implement program) and in compliance with any school or district rules governing use of grant funds.
- By applying for and accepting Fuel Up to Play 60 Funds, participating school indicates its intent to conduct the Fuel Up to Play 60 activities as identified in the application form.
- Schools receiving funds agree to provide information about use of funds if requested by National Dairy Council, your Local Dairy Council or the NFL.
- All information provided to NFL and Dairy Council in connection with the Fuel Up to Play 60 Funds Application, including all related communications, is true, correct and complete.
- Fund recipient will promptly repay to the Action for Healthy Kids Foundation any portion of the funds that are not used for the purposes of Fuel Up to Play 60 after completion of the program.
- Fund recipient will maintain complete and accurate records for the program, and will make such records available to Dairy Council, NFL and Action for Healthy Kids Foundation upon request.
- Fund recipient agrees to complete all required FUTP60 reporting on the use and impact of the funding.



- Fund recipient will not use Fuel Up to Play 60 Funds to:
 - Influence legislation;
 - Influence the outcome of any public election or to carry on, directly or indirectly, any voter registration drive;
 - Make any grant to any other individual or organization; or
 - Undertake any activity other than for charitable, scientific or educational purposes.
- Fund recipient shall obtain advance written approval from Dairy Council for commercial publication or distribution of all publications or works created, in whole or in part, through the use of NFL and Dairy Council funds.
- Fund recipient agrees to submit photographs and accompanying signed releases for promotional and informational materials.
- Fund recipient agrees to share success, if requested, to demonstrate progress made toward creating a healthy and active school community.

I have read and agree to the terms above.

By submitting this application, I agree on behalf of my school that the above information is true and complete.

Signature

Date

NOTE: Funding applications for Fuel Up to Play 60 should be completed and submitted at FuelUpToPlay60.com. If your school is unable to apply for the funds online, you may mail in a paper version of the application to (must be postmarked on or before the application deadline to be considered in that review cycle):

Funds for Fuel Up to Play 60 Administration Office
c/o MMS Education
105 Terry Drive, Suite 120
Newtown, PA 18940