



Funds for Fuel Up to Play 60 2018-2019 Application Form
Deadline: Wednesday, November 7, 2018

Overview

- Up to \$4,000 per school year is available to qualified K-12 schools enrolled in Fuel Up to Play 60 to jump start healthy changes.

Before You Begin

- Review the online 2018-2019 Playbook to select one Health Eating Play and one Physical Activity Play. You will then request funding to help in implementing the Plays.
- The PE staff and School Nutrition staff, along with the Fuel Up to Play 60 Program Advisor, should work together in selecting the Plays and developing this application.
- You are required to have support and approval on this application from the following individuals at your school: your principal, the school nutrition/food service manager, and the PE lead teacher.

Process

- Complete and submit the online application by Wednesday, November 7, 2018.
- Applicants receive notification of the funding decisions on your Fuel Up to Play 60 Dashboard within eight weeks after the Funding Deadline. Funding will be disbursed shortly thereafter.

Eligibility

Schools must:

- Be enrolled in Fuel Up to Play 60 for the 2018-2019 school year
- Participate in the National School Lunch Program
- Have a Program Advisor signed up at your school
 - You may start the application before a Program Advisor is designated, but in order to submit your application, your school must have a Program Advisor signed up. You can sign up to be a Program Advisor directly from the online application or on your Fuel Up to Play 60 Dashboard.
- If your school received Funds for Fuel Up to Play 60 in the past, your school must have submitted all required reporting in order to be eligible to receive additional funding.

Application Assistance:

- You are encouraged to contact your [local Dairy Council](#) with questions about the application process.
- For technical assistance with the application, contact the [Fuel Up to Play 60 Help Desk via email](#), or via phone (800) 752-4337, 9:00 am to 5:00 pm ET, Monday – Friday.

Section 1. Contact Information

1. Your Name:

Email Address:

Job Title:

- | | | |
|--|--|---|
| <input type="checkbox"/> Coach | <input type="checkbox"/> District Wellness Coordinator | <input type="checkbox"/> School Family/Consumer Science Teacher |
| <input type="checkbox"/> Dietitian | <input type="checkbox"/> Other District Employee | <input type="checkbox"/> School Health Teacher |
| <input type="checkbox"/> District Dietitian | <input type="checkbox"/> Other School Employee | <input type="checkbox"/> School Nurse |
| <input type="checkbox"/> District Curriculum Director | <input type="checkbox"/> Parent | <input type="checkbox"/> School Nutrition Manager/Cafeteria Manager |
| <input type="checkbox"/> District Health Director | <input type="checkbox"/> Physical Education Teacher | <input type="checkbox"/> School Secretary/Office Staff |
| <input type="checkbox"/> District Phys Ed Director | <input type="checkbox"/> Principal/Assistant Principal | <input type="checkbox"/> School Teacher |
| <input type="checkbox"/> District School Nurse Adm/Sup | <input type="checkbox"/> School Board Member | <input type="checkbox"/> School Wellness Coordinator |
| <input type="checkbox"/> District School Nutrition Dir | <input type="checkbox"/> School Family/Consumer Science Dept Chair | <input type="checkbox"/> Other |
| <input type="checkbox"/> District Superintendent/Asst | | |

2. Your role with Fuel Up to Play 60:

- Program Advisor for Fuel Up to Play 60
- I'm supporting another adult who is leading Fuel Up to Play 60 in the school

3. Who is the school or district employee who will serve as the main contact and take responsibility for implementing this program and funding as outlined in this application, if funded?

(Note: MUST be a school or district employee, NOT a parent or outside individual working with the school)

Name:

Email Address:

Job Title:

- | | | |
|--|--|---|
| <input type="checkbox"/> Coach | <input type="checkbox"/> District Wellness Coordinator | <input type="checkbox"/> School Family/Consumer Science Teacher |
| <input type="checkbox"/> Dietitian | <input type="checkbox"/> Other District Employee | <input type="checkbox"/> School Health Teacher |
| <input type="checkbox"/> District Dietitian | <input type="checkbox"/> Other School Employee | <input type="checkbox"/> School Nurse |
| <input type="checkbox"/> District Curriculum Director | <input type="checkbox"/> Parent | <input type="checkbox"/> School Nutrition Manager/Cafeteria Manager |
| <input type="checkbox"/> District Health Director | <input type="checkbox"/> Physical Education Teacher | <input type="checkbox"/> School Secretary/Office Staff |
| <input type="checkbox"/> District Phys Ed Director | <input type="checkbox"/> Principal/Assistant Principal | <input type="checkbox"/> School Teacher |
| <input type="checkbox"/> District School Nurse Adm/Sup | <input type="checkbox"/> School Board Member | <input type="checkbox"/> School Wellness Coordinator |
| <input type="checkbox"/> District School Nutrition Dir | <input type="checkbox"/> School Family/Consumer Science Dept Chair | <input type="checkbox"/> Other |
| <input type="checkbox"/> District Superintendent/Asst | | |

Section 2. School Information

4. School District:

District Enrollment:

School:

School Enrollment:

Grade Levels:

School Address:

City

State:

ZIP Code:

Phone Number:

School's Federal Employer Identification Number:

(Note: This is a 9-digit number in the following format XX-XXXXXXX. Also called the Tax ID Number or the Federal EIN. It is NOT the same as tax-exempt number or State EIN)

Section 3. General Information

Notes:

- The maximum amount of funding a school can receive for the 2018-2019 school year is \$4,000, which can be divided among Healthy Eating and Physical Activity.
- Your application must include a plan for both Healthy Eating and Physical Activity.
- The PE staff and School Nutrition staff, along with the Fuel Up to Play 60 Program Advisor, should work together in selecting the Plays and developing this application.
- It is important that your plan demonstrates how your program, activities and the impact of your activities will continue beyond the year it is funded. In other words, your plan needs to be sustainable.

Funding Guidelines and Maximums for the School Year:

- **The amount of funding requested for Physical Activity may not exceed the amount requested for Healthy Eating.**
- **Kickoff and Promotional Activities:** Max of \$500 combined for **both** Healthy Eating and Physical Activity during one school year.
- **Staff Stipends:** Max of \$400 total for internal staff and outside professionals
 - No more than \$300 of the allowable \$400 may be devoted to internal staff stipends.
 - Internal staff includes individuals at your school who are helping to implement your program.
 - Internal stipends are optional for your school to provide.
 - Outside professionals include outside trainers, speakers and other external personnel who assist with your Plays.
- **Nutrition Education Materials:** Max of \$200.
- Please apply only for the funding that your school needs and will use now, from \$300 to \$4,000. Funding should be used by the end of the 2018-2019 school year.

If your Funds for Fuel Up to Play 60 application is approved:

5. Who should the check be made out to? Must be the school or school district.

Note: May NOT be an individual, the PTA/PTO, or other organization.

6. To whose attention should the check be sent?

7. Where should the check be mailed? IMPORTANT: Please make sure this is a valid school or school district address. Note: *Please supply a street address, NOT a P.O. Box.*

School or School District Name:

Address 1/Address 2:

City/State/Zip:

8. Does your school participate in the National School Lunch Program?
 Yes No
9. Does your school participate in the School Breakfast Program?
 Yes No
10. What is the percentage of students at your school eligible to receive free/reduced price school lunch?
 0% 30-39% 70-79%
 1-9% 40-49% 80-89%
 10-19% 50-59% 90-99%
 20-29% 60-69% 100%

Suggestion: Check with your school food service manager for answers to the following two questions:

11. What is the AVERAGE number of students who participate daily in school BREAKFAST?
 Note: Enter the *average* number of students, NOT a percent. The number cannot exceed your total school enrollment. If you do not serve breakfast, enter 0.
12. What is the AVERAGE number of students who participate daily in school LUNCH?
 Note: Enter the *average* number of students, NOT a percent. The number cannot exceed your total school enrollment.
13. Is your school wellness committee or school health council involved in planning and implementing Fuel Up to Play 60 at your school?
 Yes
 No, we do not have a school wellness committee.
 No, we have a committee, but they are not involved.

13a. If yes, please describe how the school wellness committee is involved:

14. Fuel Up to Play 60 encourages all applicants to consider taking part in [Active Schools](#) and the services and programs it offers. Is your school enrolled in Active Schools?
 Yes No Not Sure
 If your school is not involved in [Active Schools, click here](#) if you'd like to sign up (it's free!)

Section 4. Healthy Eating Plan

Notes:

- o Your application must include a Healthy Eating Plan.
- o Your Healthy Eating Plan should increase students' access to and consumption of nutrient-rich foods, including fat-free and low-fat dairy, whole grains, fruits and vegetables.
- o Remember that your application needs to explain how your Healthy Eating Plan is sustainable and will continue on after the school year in which it is funded.
- o Funding for Healthy Eating may not be used:
 - To subsidize food or the cost of meals served to students in the school meals programs
 - For food sold to students

Before completing this section, please review:

- Healthy Eating Plays in the [2018-2019 Fuel Up to Play 60 Playbook](#)
- [Funding Ideas document for 2018-2019](#)
- Components of Healthy Eating Patterns outlined by [USDA's 2015-2020 Dietary Guidelines](#)

15. You identified the following Healthy Eating Play that you will be implementing at your school this year:

- Breakfast For Everyone - First Meal Matters
- Farm to School – Know Your Food
- Food: Waste Less and Enjoy! It's Good for All of Us
- It's All About Your Choices – Go Nutritious
- Fight Hunger - Nourish Your Community
- Snack Smarter Schoolwide

16. Briefly describe how you will implement your Healthy Eating Play. Tell us what your school will be doing and how the items requested in your budget will help support your plan?

17. How will your Healthy Eating Plan encourage students to consume more:

Low-fat/Non-fat Dairy:

Fruits and Vegetables:

Whole Grains:

18. How will your school promote your Healthy Eating Play? Check all that apply.

- Kickoff event
- Promotional posters/signs/flyers
- Morning announcements
- Social media posts
- Pep rally
- Family night
- Newsletter/eNews
- Other (specify): _____

18a. Describe how your school will use the promotional activities you checked off above to promote your Healthy Eating Play. Include who will be involved (e.g., students, staff, parents) and what their role will be. [include text box]

19. Explain how your school will continue with your Healthy Eating Play after funding is exhausted.

Section 5. Physical Activity Plan

Notes:

- Your application must include a Physical Activity Plan; however, you are not required to request funding for your Physical Activity Plan.
- The amount of funding requested for the Physical Activity Plan MAY NOT exceed the amount of funding requested for the Healthy Eating Plan.
- Your Physical Activity Plan should increase students' opportunities for and/or participation in physical activity in school.
- Remember that your application needs to explain how your Physical Activity Plan is sustainable and will continue after the year in which it is funded.

Before completing this section, please review:

Physical Activity Plays in the [2018-2019 Playbook](#)

[Funding Ideas document for 2018-2019](#)

We are NOT applying for funding for Physical Activity.

Please note: You are still required to have a Physical Activity Plan even if you are not requesting funding for it, and you are still required to answer the questions in this section.

20. You identified the following Physical Activity Play that you will be implementing at your school this year.

- All In, All Abilities - Activate Your School!
- In-Class Physical Activity Breaks - Good For Mind and Body
- NFL FLAG-in-Schools – Get in the Game!
- Recess Refresh – It's Not So Elementary
- Walk This Way! Start a Walking Club

21. Briefly describe how you will implement your Physical Activity Play. Tell us what your school will be doing and how the items requested in your budget will help support your plan? [text box]

22. How will your school promote your Physical Activity Play? Check all that apply.

- Kickoff event
- Promotional posters/signs/flyers
- Morning announcements
- Social media posts
- Pep rally
- Family night
- Newsletter/eNews
- Other (specify): _____

22a. Describe how your school will use the promotional activities you checked off above to promote your Physical Activity Play. Include who will be involved (e.g., students, staff, parents) and what their role will be. If you are not requesting funding for your Physical Activity Play, please indicate that below.
[text box]

23. Explain how your school will continue with your Physical Activity Play after funding is exhausted.
[text box]

Section 6. Project Budget

24. Outline your budget for the Healthy Eating and Physical Activity Plays you will be implementing. All expenditures to promote and implement each Play should be listed in the budget boxes below.
- In COLUMN A, select a funding category for the items you will be purchasing to implement your Healthy Eating and Physical Activity Plays.
 - In COLUMN B, provide a detailed description of the actual items you will be purchasing in that funding category, including the quantity for each item.
 - In COLUMN C, provide the total expenditure for that funding category.
 - Repeat the above steps until you have listed all items you will be purchasing. You may include multiple items in one line item, as long as they belong in the same category and it is clearly described in the Description column.

Healthy Eating

(A)	(B)	(C)
Funding Category	Description of items, including quantities	Amount Requested <i>(Whole numbers only; no decimal points, no symbols. Example: 1000 not \$1,000.00)</i>
Dropdown with categories (See below)		
Dropdown with categories (See below)		
Dropdown with categories (See below)		
Dropdown with categories (See below)		
TOTAL HEALTHY EATING		

Physical Activity

(A)	(B)	(C)
Funding Category	Description of items, including quantities	Amount Requested <i>(Whole numbers only; no decimal points, no symbols. Example: 1000 not \$1,000.00)</i>
Dropdown with categories (See below)		
Dropdown with categories (See below)		
Dropdown with categories (See below)		
Dropdown with categories (See below)		
TOTAL PHYSICAL ACTIVITY		

TOTAL FUNDING REQUESTED: _____
(School year max of \$4,000)

Healthy Eating Categories that will appear in the dropdown menu:

1. Cafeteria equipment for preparation of food (e.g., food prep equipment, yogurt pumps, smoothie blenders, etc.)
2. Equipment for cold storage of milk or other perishable items (e.g., coolers, insulated bags, refrigerators or freezers, etc.)
3. Equipment for transporting or serving food or beverages (e.g., breakfast cart, kiosk, wagon, food bar, etc.)
4. Sanitation equipment (trash cans, recycling bins, cleaning supplies, hand sanitizing dispensers, etc.)
5. Point-of-sale equipment or systems
6. Food for taste test activities (suggested budget not to exceed 60 cents per student)
7. Environmental improvements (permanent signs, menu boards, bulletin boards, pictures, paint, etc.)
8. Kickoff and Promotion (Kickoff event, temporary signage, posters or other printed material to promote the program) *(School year limit of \$500, which includes both Healthy Eating and Physical Activity)*
9. Incentives/Rewards for students related to Healthy Eating (suggested budget of no more than \$200)
10. Stipends for internal staff and outside professionals (outside trainers, speakers, involvement from other professionals) *(School year limit of \$400, which includes both Healthy Eating and Physical Activity stipends. No more than \$300 may be devoted to internal staff stipends.)*
11. Nutrition education materials *(School year limit of \$200)*
12. Other (describe):

Physical Activity Categories that will appear in the dropdown menu:

1. Small fitness equipment (e.g., jump ropes, traffic cones, stability balls, Frisbees, playground

stencils, etc.)

2. Large fitness equipment for a fitness room or playground (treadmill, weights, outdoor playground equipment, etc.)
3. Tracking/Monitoring equipment (Pedometers, heart rate monitors, etc.)
4. Environmental improvements (permanent signs, bulletin boards, pictures, paint, etc.)
5. Equipment for cold storage of milk or other perishable items (e.g., coolers, insulated bags, refrigerators or freezers, etc.)
6. Video game consoles.) to increase physical activity
7. Video game software, CDs, DVDs
8. Kickoff and Promotion (Kickoff event, signage, posters, or other printed material to promote the program) (School year limit of \$500, which includes both Healthy Eating and Physical Activity)
9. Incentives/Rewards for students related to Physical Activity (suggested budget of no more than \$200)
10. Stipends for internal staff and outside professionals (outside trainers, speakers, involvement from other professionals) (School year limit of \$400, which includes both Healthy Eating and Physical Activity stipends. No more than \$300 may be devoted to internal staff stipends.)
11. Flag Football Kit, and/or supplies
12. Other (describe):

26a. If you included a staff stipend above, provide justification for this stipend. Identify the stipend amount separately for internal staff and outside professionals. Total stipends for the year may not exceed \$400, and no more than \$300 of that can be for internal staff.

26b. Describe and provide an estimated value for any in-kind support to be received from your community partners:

Estimated value:

Description:

Section 7. Overall Fuel Up to Play 60 Plan

25. What percent of the students at your school will participate in Fuel Up to Play 60 in any way during the 2018-2019 school year? Participating includes: helping to plan/implement activities, visiting website, participating in Kickoff event, participating in Healthy Eating/Physical Activity Plays, etc.

- | | | |
|---------------------------------|---------------------------------|-------------------------------|
| <input type="checkbox"/> 0% | <input type="checkbox"/> 40-59% | <input type="checkbox"/> 100% |
| <input type="checkbox"/> 1-19% | <input type="checkbox"/> 60-79% | |
| <input type="checkbox"/> 20-39% | <input type="checkbox"/> 80-99% | |

26. How will your students take an ACTIVE LEADERSHIP ROLE in planning and implementing the Fuel Up to Play 60 program at your school. Describe how they will be involved in planning, promotion and implementing the Healthy Eating and Physical Activity Plays you selected above. [text box]

27. How will you track the impact of the Healthy Eating and Physical Activity Plays you outlined above?

Check all that apply.

- Track the number of students participating in the Fuel Up to Play 60 activities and events
- Track changes in student behavior (e.g., attendance rates, behavior referrals, visits to nurse, etc.)
- Track the number of students participating in school meals (e.g., average daily participation (ADP) in lunch and/or breakfast)
- Track food-related data (e.g., food sales, vending sales, menu changes)
- Track responses to surveys that we create and distribute (e.g., for students, parents and/or school staff)
- Gather informal feedback from students, parents and/or teachers
- Complete a "before and after" School Wellness Investigation
- Observations (e.g., students' food choices, students' attitudes, school environment, school atmosphere, etc.)
- Other: (please specify)

Section 8. School Administrator/Staff Involvement

Please indicate below that you have support and approval from the following key individuals at your school:

30. Principal's name:

Principal's email address:

- Your principal approves this application and will fully support the proposed program and requirements, if funded.

31. School Nutrition Professional's name:

School Nutrition Professional's email address:

- Your School Nutrition Professional approves this application and will fully support the proposed program and requirements, if funded.

32. Physical Education Lead Teacher's name:

Physical Education Lead Teacher's email address:

- Your Physical Education Lead Teacher approves this application and will fully support the proposed program and requirements, if funded.

33. Program Advisor's name:

Program Advisor's email address:

- Your Program Advisor approves this application and will fully support the proposed program and requirements, if funded.

Fuel Up to Play 60 Program Advisors registered at your school include:

- Place a check mark here if you will serve as the Fuel Up to Play 60 Program Advisor at your school.

34. Who will be the lead person running Fuel Up to Play 60 at your school in 2018-2019?

Name:

Job Title:

35. Optional: Please share anything else Fuel Up to Play 60 should consider in reviewing your application.

In order to submit this application:

- o Read the Guidelines and Terms below.
- o Check the box below to indicate you have read and agree to the terms.
 - I have read and agree to the terms below.

By submitting this application, I agree on behalf of my school that I will oversee the funding and/or equipment/goods/services to ensure everything is used as outlined in this application. I also confirm that the above information is true and complete.

- o Click on the "Save & Continue" button, then "Submit Form".

Section 9. Funding Guidelines and Terms

- o If the application is approved, your school must comply with all reporting requirements where you will be asked to document the use and impact of the funding (See Funding Reporting section).
- o Funding requests may only be submitted by schools, not individuals.
- o There are two funding application deadlines during the 2018-2019 school year:
 1. Wednesday, June 13, 2018
 2. Wednesday, November 7, 2018
- o Schools may submit an application during more than one funding cycle per school year. The total amount of money awarded for the 2018-2019 school year (June/November 2018 deadlines) may not exceed \$4,000.

- Applicants must adhere to overall funding limits in specific budget categories as outlined in the Funding Amounts and Limits section below.
- Applicants must select one Healthy Eating Play and one Physical Activity Play.
- All applications must contain both Healthy Eating and Physical Activity Plans.
- Fuel Up to Play 60 monies and equipment/goods/services are meant to fund and stimulate activities that lead to lasting change within the school environment.
- 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:
 - The current application must include a plan for activities that are different from and/or build upon past funded initiatives.
 - Applications that duplicate your school's funded Fuel Up to Play 60 activities from previous years will not be funded.
 - Schools must have submitted all required reporting for previous funding awards
- Schools are eligible to apply even if they have received other funding to support health, physical activity and wellness at their school.
- Applicants receive notification of the funding decisions within eight weeks after Funding Deadline. Funding will be disbursed shortly thereafter.

Funding Reporting

- Schools that receive funding must complete the following reporting:
 - An online Use and Impact Report at the end of the school year to document activities, expenditures and impact.
 - This report includes providing daily meal participation and dairy sales data for the previous and current school year.
 - If your school received Funds for Fuel Up to Play 60 in the past, your school must have submitted all required reporting in order to receive additional funding.
 - Failure to comply with the required reporting may prohibit your school from receiving future funding.

Funding Amounts and Limits

- Schools are encouraged to request only the amount of money they will need, from a minimum of \$300 up to a maximum of \$4,000.
 - Funding should be used by the end of the 2018-2019 school year.
- The amount requested to fund Physical Activity may not exceed the amount requested to fund Healthy Eating.
 - The funding limits include: **Kickoff and Promotional Activities:** Maximum total of \$500 for **both** Healthy Eating and Physical Activity combined during one school year.
 - **Staff Stipends:** Max of \$400 total for internal staff and outside professionals, broken down as follows:
 - No more than \$300 may be devoted to internal staff stipends.
 - Internal staff includes individuals at your school who are helping to implement your program.

- Internal stipends are optional for your school to provide.
- Outside professionals include outside trainers, speakers and other external personnel who assist with your Plays.
- o **Nutrition Education Materials:** Max of \$200

Use of Funding

- o Funds may be used to support a range of different program-related activities and Plays, as found in the 2018-2019 version of the Fuel Up to Play 60 Playbook.
- o Funding may not be used for food sold at school to students, or to subsidize food or the cost of meals served to students in the school meal programs.
- o Technology requests must be supported with a strong case that it is central or essential to the proposed program.
- o Funding may not be used to purchase equipment for organized sports teams.
- o Use of funds is at the discretion of the school's Fuel Up to Play 60 Program Advisor(s) and/or the individual completing this application, working with the school team (students and adults helping to plan/implement the program) and in compliance with any school or district rules governing use of grant funds.
- o Funds recipient agrees to use the funding as outlined in the approved application form. Any changes to the use of funding must first be reviewed and approved by the local Dairy Council.
- o Funds recipient may be required to repay the GENYOUth Foundation any portion of the funding that is not used for the purpose outlined in the approved application form, and/or not used by the end of the 2018-2019 school year.
- o Funds 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
 - Undertake any activity other than for charitable, scientific or educational purposes

Other Terms

- o Funding applications may be approved between funding cycles at the sole discretion of the funder.
- o Funds and equipment/goods/services received may only be used by the participating Fuel Up to Play 60 school that submits the funding application.
- o Funds and equipment/goods/services may not be transferred to another school, institution or individual without prior written approval of the Fuel Up to Play 60 funder.
- o Schools receiving funds and equipment/goods/services agree to provide information about use of funds and equipment/goods/services if requested by National Dairy Council, your local Dairy Council or the NFL.
- o 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.
- o Funds and equipment/goods/services recipient will maintain complete and accurate records for the program, and will make such records available to Dairy Council, NFL and GENYOUth Foundation

upon request.

- Funds and equipment/goods/services 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.
- Funds and equipment/goods/services recipient agrees to submit photographs and accompanying signed releases for promotional and informational materials, if requested.
- Funds and equipment/goods/services recipient agrees to share success, if requested, to demonstrate progress made toward creating a healthy and active school community.

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