



## Funds for Fuel Up to Play 60 Funding Eligibility & Guidelines

### Overview

Funding opportunities are available to any qualified K-12 school enrolled in Fuel Up to Play 60. Sponsored by the National Dairy Council, state and regional Dairy Councils and other supporting organizations, the competitive, nationwide funding program provides money - up to \$4,000 per year, per school — to jump start healthy changes. Funds are used to help your school implement one Healthy Eating Play and one Physical Activity Play.

### Eligibility

- Schools must be enrolled in Fuel Up to Play 60 for the school year
- Schools must participate in the National School Lunch Program
- Schools must have a Program Advisor signed up
  - 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 on the online application or on your Fuel Up to Play 60 Dashboard.
- Schools are eligible to apply for Fuel Up to Play 60 Funds even 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.
  - Your school must have submitted all required reporting in order to receive additional funding.
- Schools are eligible to apply even if they have received other funding to support health, physical activity and wellness at their school.

### Notes:

- Funding requests may only be submitted by schools, not individuals.
- There is one funding cycle per school year with the application typically opening in March and closing in April.
- The awarded funding is to be implemented beginning at Back to School time of the following school year.
- The total amount of money awarded for the school year may not exceed \$4,000.
- 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.



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## Funding Reporting Requirements

Schools that receive funding must complete the following reporting:

- Supply daily meal and dairy sales data for the previous and current school year.
- An online Use and Impact Report at the end of the school year to document activities, expenditures and impact.
- 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 implemented beginning at Back to School time of the following school year. The funding should be exhausted by the end of that school year.
- The amount requested to fund Physical Activity may not exceed the amount requested to fund Healthy Eating.
- The funding limits outlined below include any money and the equivalent value of any equipment/goods/services awarded that is counted for the school year.
  - 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 external 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 outside personnel who assist with your Plays.
  - Nutrition Education Materials: Max of \$200

## Use of Funds for Fuel Up to Play 60

- Funds may be used to support a range of different program-related activities and Plays, as found in the Fuel Up to Play 60 Playbook.
- Funding may not be used on food sold at school to students, or to subsidize food or the cost of meals served to students in the school meal programs.
- 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.
- 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.



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- 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.
- 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 school year.
- 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

- Funding applications may be approved between funding cycles at the sole discretion of the funder.
- Funds and equipment/goods/services received may only be used by the participating Fuel Up to Play 60 school that submits the funding application.
- 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.
- 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.
- 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.
- 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.