

This application is for planning purposes only.

To submit an application, please complete the online version at FuelUptoPlay60.com



Funds for Fuel Up to Play 60, 2021-2022 Application

Overview of 2021-2022 Fund Program and Application

- 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.
- Funding is divided between Healthy Eating and Physical Activity, with a maximum of \$2,000 permitted for Physical Activity.
 - The amount requested for Physical Activity may not exceed the amount requested for Healthy Eating
 - All funding (max of \$4,000) may be devoted to Healthy Eating
 - Schools are still required to submit a Physical Activity plan even if no funding is requested for Physical Activity.
- Review the online Fuel Up to Play 60 Playbook [link to FUTP60 Playbook] to select one Healthy Eating Play and one Physical Activity Play that your school will implement. You will then request funding to help in implementing the Plays.
- Your application must demonstrate how the funding will increase your students' access to and their consumption of dairy products (milk, yogurt, cheese). Your local Dairy Council can help you with ideas for how to increase dairy; find their contact information [HERE](https://www.fueluptoplay60.com/local-dairy-council-locator) [link to: <https://www.fueluptoplay60.com/local-dairy-council-locator>]
- 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.

Special Offer for 2021-2022 School Year

- **A SPECIAL OFFER** is available in this round of funding:
 - Schools applying for the Highlight Healthy Foods Play can opt to receive a Healthy Start Smoothie Kit ([link to description/one-sheet](#)) in lieu of money for Healthy Eating; The package is valued at \$2,000.
 - Interested schools should select the Highlight Healthy Foods Healthy Eating Play designated for the equipment package. Schools applying for this are not eligible to request additional Healthy Eating funding in this application.
 - Schools applying for the Highlight Healthy Foods Play will also select a Physical Activity Play and can request up to \$2000 for Physical Activity purchases.

Eligibility

To apply, schools must:

- Be enrolled in Fuel Up to Play 60
- Participate in the National School Lunch Program
- 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
 - NOTE: Due to COVID-19 disruptions, reporting was not required of schools who received Funds for FUTP 60 for use in the 2019-2020 school year. These schools are eligible for funding this year, provided all other past reporting was submitted.
- Have a Fuel Up to Play 60 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.

Process

- Complete and submit the online application by **Wednesday, April 28, 2021**.
- Applicants receive notification of the funding decisions on your Fuel Up to Play 60 Dashboard within eight weeks after the Funding Deadline. Funding/equipment will be disbursed shortly thereafter.

Funding Limits/Restrictions

- **Kickoff and Promotional Activities:** Maximum combined total of \$500 for **both** Healthy Eating and Physical Activity.
- **Incentives/Rewards** for students related to **Healthy Eating**; limit of \$200
- **Incentives/Rewards** for students related to **Physical Activity**; limit of \$200
- **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.
- **Nutrition Education Materials:** Max of \$200
- **Funding 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

Application Assistance:

- You are encouraged to contact your local Dairy Council with questions about the application process. They can be especially helpful in suggesting ways to increase dairy consumption at your school.

For technical assistance with the application, contact the Fuel Up to Play 60 Help Desk [link to email].

Contact Information

1. **Your Name:**
2. **Email Address:**
3. **Job Title:**
4. **Who will be the lead person running Fuel Up to Play 60 at your school in 2021-2022 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:

School Information

School District:

District Enrollment:

School:

School Enrollment:

Grade Levels:

School Address:

City

State:

ZIP Code:

Phone Number:

District'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)

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

- Yes
- No

6. Does your school participate in the School Breakfast Program?

- Yes
- No

7. What is the percentage of students at your school eligible to receive free/reduced priced school lunch?

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

8. Does your school participate in the Community Eligibility Program (CEP)?

- Yes
- No

9. What meal programs are currently in place in your school? (check all that apply)

- Breakfast in the Classroom
- Grab-n-Go Breakfast
- Second Chance Breakfast
- Summer Meals
- Afterschool Snack/Meal Program
- Supper Program
- Bulk Meals

10. What is the AVERAGE number of students who participate daily in school BREAKFAST?

Note: Suggest using pre-COVID count of students; we are looking for the most representative number. 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.

Comments regarding your school breakfast count. (Optional) [text box]

11. What is the AVERAGE number of students who participate daily in school LUNCH?

Note: Suggest using pre-COVID count of students; we are looking for the most representative number. Enter the average number of students, NOT a percent. The number cannot exceed your total school enrollment.

Comments regarding your school lunch count. (Optional) [text box]

Check and Shipping Information

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

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.

To whose attention should the check be sent?

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:

13. If you are applying for the Highlight Healthy Foods Play with the Healthy Start Smoothie Kit, please provide the shipping contact person and shipping address and for the smoothie equipment, if your application is approved.

Shipping Contact Person:

Email Address:

Phone number (with area code):

Shipping Address:

Address Line 1

Address Line 2

City

State

Zip

Healthy Eating Plan

14. You identified the following Healthy Eating Play that you will be implementing at your school this year:
- Highlight Healthy Foods – Go Nutritious with Healthy Start Smoothie Kit
 - Highlight Healthy Foods – Go Nutritious (funding, not equipment)
 - Breakfast for Everyone - First Meal Matters
 - Farm to School – Know Your Foods
 - Fight Hunger - Nourish Your Community
 - Food: Waste Less and Enjoy! It's Good for All of Us
15. Briefly describe how you will implement your Healthy Eating Play. Tell us what your school and school nutrition department will be doing and how the items requested in your budget will help support your plan.
16. Describe how your Healthy Eating Plan will increase students' access to and consumption of dairy products (milk, yogurt, cheese) (Contact your Local Dairy Council for ideas on how to increase dairy products.) [link to dairy locator map <https://www.fueluptoplay60.com/local-dairy-council-locator>]
17. Explain how your school will continue with your Healthy Eating Play after funding is exhausted.

Physical Activity Plan

18. 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
- 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.
19. 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?
20. Explain how your school will continue with your Physical Activity Play after funding is exhausted.

NFL FLAG-IN SCHOOLS KIT OPPORTUNITY!

Consider applying for an opportunity to receive a FREE Fuel Up to Play 60 NFL FLAG-In-Schools Kit. The FLAG Kit application will be available in the spring. [Click here](#) for more details.

Project Budget

- 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. You may include multiple items in one line item, as long as they belong in the same funding category and it is clearly described in the Description column.

Healthy Eating

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)		
TOTAL HEALTHY EATING		

Physical Activity

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)		
TOTAL PHYSICAL ACTIVITY		
GRAND TOTAL – Healthy Eating + Physical Activity		

Healthy Eating Categories that will appear in the dropdown menu:

1. Healthy Start Smoothie Kit for the Highlight Healthy Foods Play (value of \$2,000)
2. Cafeteria equipment for preparation of food (e.g., food prep equipment, yogurt pumps, smoothie blenders, etc.)
3. Equipment for cold storage of milk or other perishable items (e.g., coolers, insulated bags, refrigerators or freezers, etc.)
4. Equipment for transporting or serving food or beverages (e.g., breakfast cart, kiosk, wagon, food bar, etc.)
5. Sanitation equipment (trash cans, recycling bins, cleaning supplies, hand sanitizing dispensers, etc.)
6. Point-of-sale equipment or systems
7. Food for taste test activities (suggested budget not to exceed 60 cents per student)
8. Environmental improvements (permanent signs, menu boards, bulletin boards, pictures, paint, etc.)
9. 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)
10. Incentives/Rewards for students related to Healthy Eating (budget limit of \$200)

11. 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.)
12. Nutrition education materials (School year limit of \$200)
13. 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. Video game consoles to increase physical activity
5. Video game software, CDs, DVDs
6. Environmental improvements (permanent signs, bulletin boards, pictures, paint, etc.)
7. Equipment for cold storage of milk or other perishable items (e.g., coolers, insulated bags, refrigerators or freezers, etc.)
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):

21a. 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.

21b. Describe and provide an estimated value for any in-kind support to be received from your community partners:

Description:

Estimated value:

School Administrator/Staff Involvement

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

22. Principal's name:

Principal's email address:

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

23. School Food Service Manager's name:

School Food Service Manager's email address:

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

24. 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.

25. 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:

[List of PAs appear here]

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

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

In order to submit this application:

- Read the Guidelines and Terms below.
- 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.

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

Funding Guidelines and Terms

- 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 below).
- Funding requests may only be submitted by schools, not individuals.

- There is one funding application deadline for the 2021-2022 school year: Wednesday, April 28, 2021.
- The total amount of money awarded for the 2021-2022 school year 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 at the end of the 2021-2022 school year:
 - An online Use and Impact Report to document activities, expenditures and impact.
 - This report will require the following school meal information for the previous and current school year (2020-21 and 2021-2022):
 - Average Daily Participation (ADP) for Breakfast
 - Average Daily Participation (ADP) for Lunch
 - Total milk units distributed for the school year
 - Total single-serve yogurt units for the school year
 - Total bulk units of yogurt for the 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.

- NOTE: Due to COVID-19 disruptions, reporting was not required of schools who received Funds for FUTP 60 for use in the 2019-2020 school year. These schools are eligible for funding this year, provided all other past reporting was submitted.
- 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 2021-2022 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.
- **Nutrition Education Materials:** Max of \$200

Use of Funding

- Funds may be used to support a range of different program-related activities and Plays, as found in the online Fuel Up to Play 60 Playbook.
- 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.
- 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.

- 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 2021-2022 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 are the property of the school that is approved for funding and 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.

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3/8/2021