

# Your Why & How Toolkit

## Tips for Speaking with Your Principal/Supervisor

**As health and physical educators, we know you see the value and importance of implementing an SEL based FUNdraiser like health. moves. minds.® in your school. Now it's time to get your principal/supervisor on board!**

**With so many fundraising options out there and competing priorities, we know it's sometimes difficult to get buy-in from your administration. We've put together tips, suggestions, and benefits to help you when having the conversation with your supervisor.**

1. Request an appointment to speak with your school principal/supervisor.
2. Use these flyers to highlight the benefits of implementing a health. moves. minds. FUNdraiser in your school and then specify the needs it meets within your school/district. Use your WHYS (e.g., it will help our PE budget with providing new PE equipment; we can support our school's PTO (if a 501(c)(3) charity) or another charity; our students will feel pride for being a part of giving back to their own community; and/or we will have educator-created, standards-based lessons and activities for all classes to use.)
3. View some of our [testimonial videos](#) to get a better feel for the program, especially the administrator testimonial from Dr. Robert McBride, Jr. to get a perspective from a principal who has been through the program before.
4. Check out the [different brands](#) that can be used to purchase equipment with the funds your school raises. Develop a list of potential items to purchase and discuss with your principal.
5. Let them know that the [fundraising options](#) are flexible! If you decide to donate a portion of funds raised to a local or national charity, explain to your principal why it is meaningful to your school, students and community. Or, let them know you have the option to support your school PTO or athletic boosters (if they hold a 501(c)(3) nonprofit organization status).



## Your Why

Share with your administrator why you need to lead a health.moves.minds.® FUNdraiser at your school!

1

**I need my students to achieve better health and well-being by empowering them to learn skills in physical activity, emotional management and stewardship.**

The health.moves.minds. FUNdraiser provides free education resources to teach positive health behavior skills – being physically active, how to ask for something and show gratitude, how to manage stress and other emotions, achieving confidence and feeling pride in helping others.

2

**I need to share with my School Community how I positively impact health and wellness.**

The health.moves.minds. lessons and activities I use in my class, provide to classroom teachers and/or our District Wellness Director, will inspire students to become a steward in being a part of a team earning new health resources and equipment for our school (as well as supporting a local 501(c)(3) charity – if this option is selected) will result in instilling lifelong skills for my students and their families.

3

**I need MORE funds to positively impact health in my school community.**

The health.moves.minds. FUNdraiser will give me the opportunity to receive new health resources and PE equipment directly affecting the health of the school community and will help supplement the budget for my school. It also helps support my professional development and advocacy efforts at the State and National level for health and physical education needs.

**Sign up today at [healthmovesminds.org](https://healthmovesminds.org)!**



## Principal/Administrator Sample Letter

**Use this letter template to help gain support from your principal, school administrators and/or district superintendent.**

Dear Administrator,

I am reaching out to you to share information about an impactful program called health.moves.minds.® FUNdraiser. This national program was developed by SHAPE America – Society of Health and Physical Educators. Through the provided you-choose-to-use lessons and activities that can be used in health, physical education and classrooms, students will learn how to take care of their mind and body, while also developing important character traits such as kindness and empathy. As a health and physical educator, I am on the front lines of teaching students the skills and behaviors that will help them succeed in all areas of life and understand the benefits a program like this can have on their lives throughout their lifetime. Teaching students these real-life skills now will not only help them cope with the effects of things such as stress and anxiety, but also have a positive impact on their entire physical and mental health for years to come.

As part of this program, we also raise funds for new PE equipment for our school, and if desired, share a portion of the funds raised with a local or national charity of our choice (such as our school's PTO, our local fire department or a national charity we have supported in the past). How empowering this will be for our students to learn that they are helping their school and another charity through their participation. They will learn skills like goal setting, teamwork, respectful listening and showing gratitude. We will be raising money to help create a more active and healthy environment in our school, which will ultimately help our students physically, emotionally, socially and academically while assisting with my department budget. It also helps support my professional development and advocacy efforts at the State and National level for health and education needs.

What I, as an educator, appreciate most is that 100% of the students in all classes will have access to the lessons and activities. Parents that choose to support their child's fundraising efforts will do so to inspire them to be good stewards in their community. I encourage you to review the attached material which reviews the program in more detail. I would like to answer your questions and get your approval for our school to participate in the health.moves.minds. FUNdraiser so that we can make a difference in the health of our student's minds and bodies through education resources and funds for PE equipment and materials. When can we meet so that I can answer questions you have and share my desire to lead the health.moves.minds. FUNdraiser in our school?



## How Your School Benefits

The health. moves. minds.® FUNdraiser program is a service-learning program unlike any other. It combines educational objectives while giving back to the school and/or community – all in 1 event.

The program allows schools to address mental health topics through physical activity, in a school-wide setting, fostering stronger unity and support within a student's network of peers.

The program starts in health and physical education, but is geared for the **whole school, whole community and whole child.**

**Social and emotional learning** is embedded in the program's standards-based lessons, activities and community-building ideas. With the many challenges students are facing, their social and emotional health is of utmost importance, and this program teaches them the essential skills they need.

Standards-based health and physical education lessons align with CASEL social-emotional learning standards.

SHAPE America provides **teacher-friendly, student-friendly** resources that have a strong focus on equity, diversity and inclusion, creating adaptable resources for your school and classroom needs.

Program materials are complete for teachers and students in grades K-12, including full-length lessons, supplementary material and assessment tools.

50% of the funds raised by your school comes right back to the school in the form of a Gopher gift card that does not expire and can be used in a **variety of ways** to enhance school health and wellness. Part of these funds (25%) can be used instead to Pay It Forward to a local 501(c)(3) charity that is meaningful to your school community – charities like your school's PTO or athletic booster, a local charity, a national charity – your school chooses the charity!

Positively impact your school in these four areas:  
**kindness, mindfulness, service learning** and **wellness**

**Sign up today at [healthmovesminds.org](http://healthmovesminds.org)**

# health.moves.minds.<sup>®</sup>

## Building Kinder, Healthier Schools

Effective health and physical education programs – which include addressing a student’s social and emotional learning (SEL) – create a foundation that benefits the whole child.

### How is SEL Addressed in Health & PE?



#### National Standards

Teachers develop lessons based on the SHAPE America National Standards for K-12 Physical Education to foster responsible personal and social behavior, respect and the value of physical activity in their students.



#### School-Wide Programs

Health & PE teachers often lead school-wide initiatives that incorporate SEL and improve school climate by implementing the Whole School, Whole Community, Whole Child (WSCC) model.



#### Skill Development

Skills such as **managing emotions** (like stress and anxiety), **setting goals** and **building positive relationships** are essential for young people’s success in all areas of life. These skills are embedded within the SEL framework – and in the National Standards that health & PE teachers use daily.

### How Does This Benefit Students?

**Schools can influence healthy behaviors – and active, healthy students are better learners.**

#### Student Success

Teaching SEL through health & PE helps students navigate many of the challenges they face each day. It promotes academic achievement and positive social behavior, while reducing conduct problems, substance abuse and emotional distress.



#### College Ready

Two-thirds of superintendents believe teaching social and life skills, such as **conflict resolution**, **interpersonal communications**, and **persistence** – skills which are covered in a skills-based health education program – could help prepare students for college.

Learn more at  
[healthmovesminds.org](http://healthmovesminds.org)

Health & physical education teachers are leading the way to a **kinder, healthier future** for all students.

# health.moves.minds.®

## It's Time to Prioritize Health & Physical Education

### Students' well-being depends on it.

The COVID-19 pandemic has illuminated the need for schools to consider students' physical, mental, and social-emotional health above all else. And, an important part of the solution must be health and physical education.

Health & PE is where students learn:

- Essential **social-emotional skills** to help manage emotions and handle daily tasks and challenges;
- Important **character values** such as resilience, fairness, respect, equality, and inclusion;
- Fundamental **motor skills** needed to participate in physical activity, which is vital at all ages and stages of life.

**“It is also critical to maintain a balanced curriculum with continued physical education... rather than an exclusive emphasis on core subject areas.”**

American Academy of Pediatrics  
(2020), COVID-19 Planning Considerations:  
Guidance for School Re-entry

### Students Need Support

For years, rates of anxiety and depression among children and adolescents have been rising rapidly — and COVID-19 has made this mental health crisis worse.



In addition, many students have experienced a level of trauma during the pandemic that can be categorized as an adverse childhood experience (ACE), which — without intervention — can result in chronic disease and lifelong mental health issues. Students need trusted adults to help them deal with these challenges, and health and physical educators can play an important role. They teach students age-appropriate skills to develop the mind-body connection, which can improve mental health and overall wellness.

### Students Need Social-Emotional Skills

Health and physical educators are on the front lines of the social and emotional learning (SEL) movement — teaching students the skills and behaviors that will help them succeed in all areas of life. This includes managing emotions, setting goals, and building positive relationships.

These skills are embedded within the SEL framework — and in the National Standards that health and physical education teachers use daily.

### Students Need Physical Activity

Physical activity has many benefits for students, such as decreasing stress, preventing chronic disease, and increasing academic performance.

Physical education is an academic, skills-based class taught by a certified teacher — with lessons based on SHAPE America's National Standards & Grade-Level Outcomes for K-12 Physical Education. Students need both physical education *and* physical activity to learn and apply skills. The connection between the teacher and student is essential.



**Learn more at [healthmovesminds.org](https://healthmovesminds.org)**