

# 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 program 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 fliers to highlight the benefits of implementing a health. moves. minds. program 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; 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 curriculum 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).



## 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. This national program was developed by SHAPE America – Society of Health and Physical Educators. Through 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. In these uncertain times, it is more important than ever to make sure we are focusing on the social-emotional health of our students. The COVID-19 pandemic has illuminated the need for schools to consider students' physical, mental and social-emotional health above all else. As a health and physical educator, I am 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 and understand the benefits a program like this can have on the lives of our students. Teaching students these real-life skills now will not only help them cope with the effects and potential trauma of this pandemic but also have a positive impact on their physical and mental health for years to come.

As part of this program, we can 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. 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.

What I, as an educator, appreciate most is that 100% of the students in all classes will receive needed educational resources. 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 health.moves.minds. so that we can make a difference in the health of our student's minds and bodies. When can we meet so that I can answer questions you have and share my desire to provide the health.moves.minds. program in our school?



## How Your School Benefits

The health.moves.minds.<sup>®</sup> program is a service-learning program unlike any other. It combines educational objectives while giving back to the school and/or community.

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 & physical education, but is geared for the **whole child, whole school and whole community.**

**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.

The program is flexible, offering virtual **AND** in-person physical distancing options as well as celebratory event ideas. Do what works best for your school in a format that puts safety first.

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.

Up to 50% of the money your school raises 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 wellness. Looking to make a local impact? Pay it forward and choose to donate 25% of your funds to a local charity that is meaningful to your school! P.S. Your "local charity" could be your school PTA or athletic boosters.

Set the tone of your school with these four words:  
**kindness, mindfulness, empowerment** and **wellness.**

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

# 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.**

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

### 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 all covered in a skills-based health education program – could help prepare students for college.

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

# 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:

- Critical **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 critical.

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

# health.moves.minds.<sup>®</sup>

## An Event in 5 Weeks or Less!

It's easy to raise funds for your school with the health. moves. minds.<sup>®</sup> program! Follow these steps to complete your event in 5 weeks or less, including ideas for incentives, lessons and a celebration. Get started today!

### Week 1: Registration & Planning

- [Get approval](#) from your principal and sign up online ([healthmovesminds.org](http://healthmovesminds.org)) with our easy-to-use fundraising platform.
- Email [healthmovesminds@shapeamerica.org](mailto:healthmovesminds@shapeamerica.org) to setup your personal planning call.
- Decide what you want to purchase with your funds from the [Gopher catalog](#) and set a goal to achieve the items.
- Determine [school-based incentives](#) to encourage students to register and fundraise. **Tip:** Try "PE Teacher for a Day" for the highest fundraiser.

### Week 2: Communication & Kick Off

- Send out parent announcements and share with students. Use the ready-made email templates provided in your Fundraising HQ!
- Host a kick-off assembly with your students during class. Show this [video](#), share the items to be purchased from Gopher and incentives that can be earned working as a Team reach your school's fundraising goal.

### Week 3: Fundraising & Educational Activities!

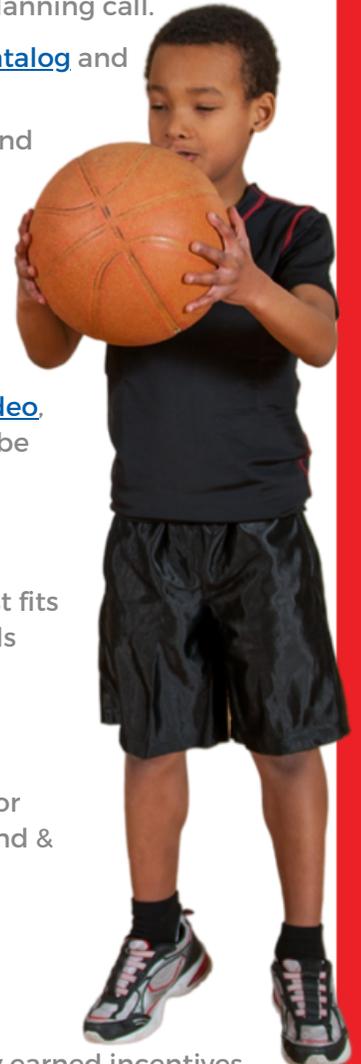
- Choose to use the health. moves. minds. [educational activities](#) that best fits your students' needs or choose to use to your own educational materials focused around a specific physical activity unit.

### Week 4: Celebrate

- [Have a fun celebration](#) after the completion of your fundraising event for working together as a Team at your school! **Tip:** Invite families to a Mind & Body Fitness Night using the health. moves. minds. [Station Cards](#).

### Week 5: Wrap Up Your Event

- Thank donors and congratulate students, staff and volunteers.
- Submit any offline donations and expect your Gopher gift card and any earned incentives within 2-4 weeks after receipt of offline donations by SHAPE America!



# health.moves.minds.<sup>®</sup>

## Choose How to Fundraise!

There are two flexible options when you sign up for the health.moves.minds. program to help you make the biggest impact in your school and community!

### OPTION 1 Support Your School

#### Receive 50%

of all funds raised from your program in the form of a Gopher gift card.



#### An additional 10%

for the extra funds you need from Gopher!

#### SPECIAL MATCHING BONUS

### OPTION 2 Support Your Community

#### Receive 25%

of all funds raised from your program in the form of a Gopher gift card.



#### Give 25%

Of the overall funds from your program to a charity of your choice!

#### GIVE BACK OPPORTUNITY

### Giveback Examples

Event Raises		Your School (50% + 10% match)
\$498	=	\$273.90
\$4,890	=	\$2,689.50
\$10,245	=	\$5,634.75

### Giveback Examples

Event Raises		Your School (25%)	Your Charity (25%)
\$478	=	\$119.50	\$119.50
\$4,987	=	\$1,246.75	\$1,246.75
\$10,106	=	\$2,526.50	\$2,526.50

No matter the amount you raise - you receive 50% of what you raise, plus a 10% match of that 50% back to your school in the form of a Gopher Gift Card.

It's that simple - no giveback limit!

No matter the amount you raise - you receive 25% back to your school in the form of a Gopher Gift Card and your charity will receive 25% as a cash donation.

It's that simple - no giveback limit!

Your impact goes even further! The remainder of the funds raised will help support health and physical education programs and advocacy at the local, state and national levels.

# What Can I Do with My Gift Card?

- 1** Use your hard earned funds to support your school's health and physical education program with equipment from Gopher!
- 2** Support school wellness with Gopher's other brands! Your gift card works with ALL of the brands below.

## ***GOPHER***

Innovative physical education, athletic, fitness, and recreation equipment for elementary to high school and beyond.  
[GopherSport.com](http://GopherSport.com)

## ***MovingMinds™***

Unique classroom furniture and supplies that promote activity and learning in the classroom.  
[Moving-Minds.com](http://Moving-Minds.com)

## ***GOPHER*** ***STRENGTH***

Strength and conditioning solutions that help everyone achieve peak performance.  
[GopherPerformance.com](http://GopherPerformance.com)

## **SPARK™**

SPARK is Physical Education...and so much more! With seven different full curriculum modules to choose from, SPARK programs help support many ages and program types.  
[sparkpe.org](http://sparkpe.org)

## **PLAY** with a **Purpose**

Your trusted expert in early childhood active play and playground solutions.  
[PWAP.com](http://PWAP.com)

## **STEM** **SUPPLIES**

Products designed to immerse students in the STEM principles and connect learnings to the real world.  
[stem-supplies.com](http://stem-supplies.com)