

Get in the Action: Fundraising and Sponsorship Guide for local events **April 18, 2011**

The following pages and attachments provide a set of strategies and materials for Action for Healthy Kids Teams to successfully secure funding to conduct *Get in the Action* events within schools.

Table of Contents:

Page 2: Outreach and funding strategies

Page 3: Internal strategies and planning for securing sponsorships

Page 3: Sample budget template

Page 4: Sample projects and costs

Page 5: Speaking points for securing sponsorships

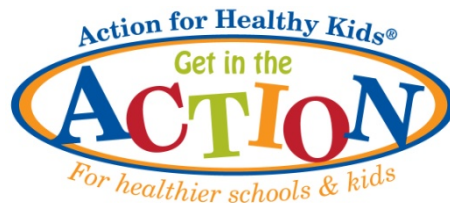
Page 6: Sample sponsorship packages

Page 7: Tracking sheets for prospective sponsors

Page 8: Sample outreach letter

Page 9: Collateral materials: 2010 success story and results 1-pagers

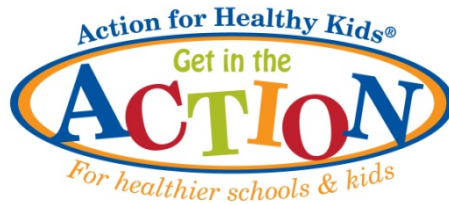
Page 11: *Get in the Action* Sponsorship Deck



Outreach Strategies for Sponsorships for local *Get in the Action* events

1. **Know the ‘Sweet Spot’ of what *Get in the Action* offers and what businesses want...**
 - Access to influencers and decision makers, such as school leaders, parents and kids
 - Opportunities for employees to volunteer
 - Brand put in position of supporting good will and a positive organization within the community

.... And use these three selling points when approaching potential supporters
2. **Use your existing connections:**
 - Almost all of the funding for the 2010 GITA Chicago events came from existing relationships
 - Send an e-mail to your state team members asking them to volunteer AND ask their employer (or that of their spouse) for financial support
 - Follow up with a phone call to any state team volunteer who works for a corporation
 - Ask the school who they have contracts with and seek out those companies for support (example: Sherwin Williams)
 - Contact organizations that support YOU (ex: Hinckley Springs Water Cooler in AFHK National Office)
3. **Develop a Prospect List: Approach the organizations that relate to our mission:**
 - Food companies – food service, grocery chains, Whole Foods, food manufacturers
 - Sports Equipment/ Sportswear companies
 - Health clubs
 - Community Hospitals – Community Giving/Education
 - Transportation (bus) companies
 - Health related and Healthcare companies
 - Any company with a contract from the school – insurance, consulting, books, etc
4. **Perform searches that identify prospects**
 - Local school district contractors
 - Local 5K and Marathon sponsors
 - Corporate sponsors of local educational conferences
 - Corporate sponsors of health initiatives
 - Google maps search –
 - Enter address of school where event will be
 - Search “nearby”: health/nutrition/corporations/hospitals
 - Send letter/call each one
5. **Try these community support programs:**
 - Wal-Mart - Walmartstores.com: Local Community Contribution (LCC)



- Ace Hardware - [Ace's Helpful Hands - Contest Overview](#)
- Panera Bread - [Community Breadbox](#)
- True Value - [True Value Company - Painting a Brighter Future Foundation](#)
- Lowe's - [Lowe's Toolbox for Education](#)
- Whole Foods - [Community Giving | WholeFoodsMarket.com](#)

Internal ‘Team’ Strategies to fundraise for *Get in the Action* sponsorships

- Form a Committee.
 - Reach out to passionate and committed AFHK volunteers and ask for their involvement through participation in a planning/advisory committee
 - Find a chair or co-chairs to lead the committee meetings
 - Set periodic meeting dates – preferably every two weeks at the beginning and then decide how frequently the group should meet
- Set goals for fundraising, contacts made and in-kind donations
 - Keep each other accountable by providing status updates during every meeting
- Use and customize collateral materials to make pitch to prospective donors
 - See collateral materials in the appendix of this document

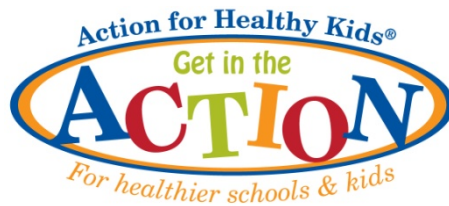
Sample Budget for Individual School Get in the Action Project

****Note: Your local budget should reflect the actual level of school project.**

Get in the Action Budget Template

	Costs
School Project Costs (supplies and equipment)	\$ 3,000
Printing	250
Local Travel Reimbursement	250
Food/Refreshments for Volunteers	500
School Celebration	500
Miscellaneous	500
Total	\$ 5,000

Note: The above estimates do not include the costs of a small fundraising event. If you plan to fund your project through a fundraising event, please contact us and we can help you with estimated costs.



Sample Projects and Costs for *Get in the Action* event at a school

Nutrition Theme

This theme will work to enhance the existing environment to encourage and support greater opportunities for children and staff to have access to the healthy foods to function at their best.

Build and Stock a Salad Bar with Local Foods

- Description: In order to provide children with easy access to fresh produce, many schools have made a salad bar available during lunch time. Staff and volunteers will work to secure salad bar equipment, train staff to stock the bar on a daily basis, and serve and enjoy lunch with the children
- Needs: salad bar equipment, fresh produce, serving utensils, promotional materials, sanitizers
- Number of Volunteers: no more than 10
- \$3,000 - \$5,000 (salad bar equipment @ \$2K; stock with food)

Building a School Garden

- Description: Lay the foundation for either a hoop house, outside garden, or utilizing existing greenhouse infrastructure. Plant seasonable vegetables. Discuss options for using vegetables/fruits/herbs grown in the garden (fundraiser)
- Needs: urban farmers and experienced gardeners, soil, compost, garden tools, structural items to support garden, non-treated lumber
- Number of Volunteers: 10-15
- \$3,000 - \$5,000 (Master gardener; professional level planning, equipment and supplies)

Physical-Activity Theme

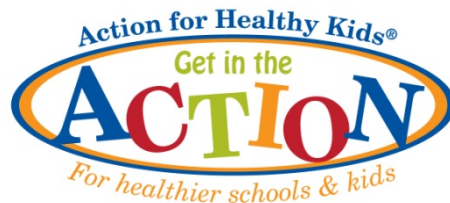
Focusing on play, volunteers and school staff will work to make sure children have access to safe playground equipment that's easy and accessible.

Refurbish and stock equipment storage areas with needed equipment

- Description: Much like your closet at home, equipment closets at schools get pretty unorganized, making it pretty hard for students to easily run in and out with their favorite ball or recess toy. Staff and volunteers will help enhance existing closet space by adding shelves and equipment storage units; in addition to stocking the shelves with new and improved equipment that meets the needs of every student on campus!
- Needs: shelving units, equipment storage units, PA/PE equipment, tools, professional organizer
- Number of Volunteers: 10+
- \$1,000 +

Makeover athletic facilities

- Description: From old cracked tennis courts to faded court lines, athletic facilities are in dire need of a makeover. Staff and volunteers will work to refresh facilities to give students access to safe places to play
- Needs: paint, concrete, contractor, nets, backboards
- Number of Volunteers: 20-30+
- \$3,500 - \$7,500



Speaking points to secure sponsorships for *Get in the Action*

- Action for Healthy Kids (AFHK) is the nation's leading nonprofit, and largest volunteer network, fighting childhood obesity by working with schools to improve nutrition and physical activity.
- Our volunteer teams in each state and Washington D.C. help our kids learn to eat right, be active every day and be ready to learn.
- We are expanding our signature *Get in the Action* service events where volunteers will roll up their sleeves to work at schools making changes that will improve student and community health and knowledge.
- In 2011 we are planning XXX events in [Insert City Name Here] and would like you to partner with us to support students learning how to make good choices and fight obesity!

Promotional Benefits

Action for Healthy Kids is seeking sponsorship funding to support *Get in the Action*. Sponsoring our *Get in the Action* events will provide your business with a unique opportunity to increase brand awareness and fulfill community involvement in the following ways:

- Positions your business as a philanthropic leader by providing critical resources to make a difference in the lives of children in underserved communities
- Leverages exposure to the [Insert City Name] community, our network of volunteers, school decision makers, and a national audience through media, our website and social network platforms.
- Provides your employees with the opportunity to support a national agenda to reduce childhood obesity and improve children's health by creating healthier schools.

About the Event

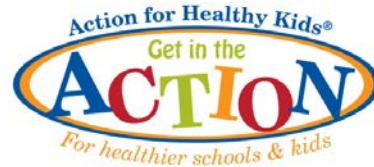
The *Get in the Action* Event is a day filled with volunteer driven activities to help schools enhance their nutrition and physical activity environment. Some of the featured projects include:

- *School wide student participation in wellness activities and education*
- *Enhancing a school cafeteria with fruit/ salad bar; establishing a garden to offer healthier foods*
- *Renovating a school play area; creating a fitness room to enhance physical activity opportunities*
- *Introducing new foods and fitness activities through taste tests and physical challenges*

Date and Location:

September, 2011

The schools that will benefit from the volunteer efforts of Action for Healthy Kids volunteers will be determined in the next few months.



Sample Local Sponsorship Packages: Amounts and benefits can be adjusted to meet local needs

Sponsor Benefits	Super Sponsor \$10,000	Wonder Sponsor \$5,000	Silver Sponsor \$1,500	Star Sponsor \$500
WEB & EMAIL RECOGNITION	<ul style="list-style-type: none"> • Logo post on State Team Website • Logo on State E-newsletter blast • Brand mentions on social media announcements 	<ul style="list-style-type: none"> • Logo on State E-newsletter blast • Brand/name listing on social media announcements 	<ul style="list-style-type: none"> • Logo on State E-newsletter blast 	<ul style="list-style-type: none"> • Name on e-newsletter blast
EVENT RECOGNITION	<ul style="list-style-type: none"> • Top billing on poster signage at local school events • Logo on signage at reception 	<ul style="list-style-type: none"> • Logo on poster signage at local school events • Logo on signage at reception 	<ul style="list-style-type: none"> • Recognition on poster signage at local school events • Logo on signage at reception 	<ul style="list-style-type: none"> • Logo on signage at reception
EMPLOYEE VOLUNTEER ENGAGEMENT	<ul style="list-style-type: none"> • Opportunity for 20 employee volunteers 	<ul style="list-style-type: none"> • Opportunity for 15 employee volunteers 	<ul style="list-style-type: none"> • Opportunity for 10 employee volunteers 	<ul style="list-style-type: none"> • Opportunity for 5 employee volunteers
HOSPITALITY	<ul style="list-style-type: none"> • 12 reservations at celebratory reception 	<ul style="list-style-type: none"> • 8 reservations at celebratory reception 	<ul style="list-style-type: none"> • 5 reservations at celebratory reception 	<ul style="list-style-type: none"> • 5 reservations at celebratory reception



Action for Healthy Kids®

Because healthy kids learn better

Date

Mr. XXXXX
Director,XXXX
XXXXXX
Address
Address

Dear Mr XXX:

It's impressive that XXX industry initiatives are health, recreation and education. At Action for Healthy Kids we are similarly focused. XXXX is committed to healthy work environments for its employees and healthy communities for their families and Action for Healthy Kids is committed to healthy school environments for students as well as healthy communities for their families. As a company with a very similar mission, we would like to invite XXX to participate, here in Chicago, in improving and sustaining the health and wellness of today's students, tomorrow's workforce.

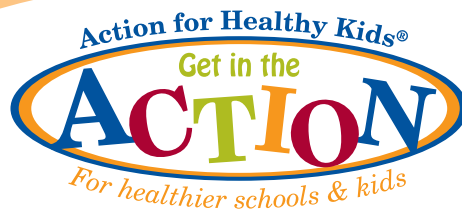
Action for Healthy Kids is a Chicago-based, national non-profit organization that provides schools with resources and management to help students eat right and be active every day. Through our 14,000 volunteers, we help school districts improve the quality of food, nutrition education, physical education and physical activity practices for kids. This supports our First Lady's agenda to reverse childhood obesity as well promoting academic success.

To demonstrate our commitment to student wellness, we will be hosting a Day of Action in some Chicago Public Schools in September of 2010. We are looking for partners to help us sponsor and participate in the Day of Action. The enclosed documents provide a summary of our Day of Action, the sponsorship packages we are offering to XXXX and a list of our partner organizations. It is through these important partners, our national network of volunteers and our own website that we will highlight your shared commitment to this project.

In several days, I will contact you to discuss this further and hopefully find that XXXX would welcome an opportunity to participate in supporting Chicago area schools, while receiving the marketing benefits that will accompany the Day of Action. I look forward to speaking with you.

Sincerely,

Action for Healthy Kids
4711 Golf Road, Suite 625
Skokie, IL 60076
Office Number:



Get in the Action 2010 – Launching a National Platform for Improving Children’s Health

Get in the Action, Action for Healthy Kids’ new national volunteer service initiative, was launched in Chicago on September 29, 2010. *Get in the Action* demonstrates how groups of passionate volunteers can improve school health environments by making sustainable changes that encourage students to eat better and be active every day.

DEDICATED VOLUNTEERS

More than 200 volunteers from 48 states convened in Chicago for a day of service to launch the national *Get in the Action* initiative. The volunteers – educators, school personnel, health professionals and others committed to healthy kids – reflect Action for Healthy Kids’ extensive national network.

Action for Healthy Kids volunteers worked alongside local parents, grandparents and community members to make renovations that immediately improved the health environments of two Chicago Public Schools serving more than 500 students.

SCHOOLS RECEIVE MAKEOVERS



Chopin Elementary School and Schmid Elementary School, both Chicago Public Schools, together serve more than 500 students in pre-kindergarten through eighth grade. More than 90 percent of these students are from low-income households.

At both schools, *Get in the Action* volunteers got students moving with ‘brain breaks’ of physical activity and introduced kids to fruits and vegetables in fun tastings throughout the day. They transformed the schools’ worn, defaced playgrounds into colorful activity magnets!

Volunteers brightened Chopin Elementary’s cafeteria with a healthy foods and fitness mural and installed a salad bar to entice children to eat fruits and vegetables. At Schmid Elementary an unused classroom was converted into a colorful, action-centered fitness room with mirrors, a ballet bar, a climbing wall, fitness equipment and a big screen television equipped with Wii Fit.

CELEBRATING ACCOMPLISHMENTS

A reception with Action for Healthy Kids leadership and partner organizations celebrated the volunteers and honored Action for Healthy Kids Founding Chair and former U.S. Surgeon General Dr. David Satcher and his wife, Nola, with the inaugural *Dr. and Mrs. David Satcher Award for Healthy Kids*. Five peer-nominated volunteers received *Healthy School Hero* awards for their commitment. First Lady Michelle Obama sent a congratulatory message praising Action for Healthy Kids for thinking big and working effectively to address childhood obesity.

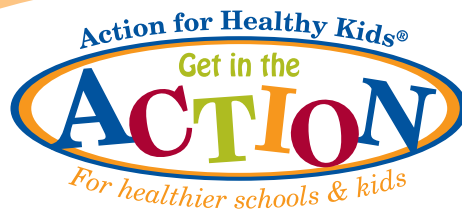
SPONSORS COMMITTED TO HEALTHIER KIDS

Get in the Action 2010 was made possible by generous contributions of sponsors including the National Football League, the National Dairy Council, Kellogg’s, Chobani Greek Yogurt, MMS Education, Northwestern Mutual Foundation, S&S Worldwide, Sidley Austin and a range of in-kind donors who believe in healthy kids.

GET IN THE ACTION: A NEW NATIONAL PLATFORM



Get in the Action has the potential to be the national catalyst for mobilizing volunteers and linking them with schools to improve nutrition and physical activity environments for students. It is a national platform for corporate and philanthropic sponsors to support a project that addresses childhood obesity and gains brand exposure to key audiences across America.



Making Kids Healthier, One School at a Time

She's only 10-years-old, but Crystal Bahena says she feels as if she has a whole new life and it's because of Action for Healthy Kids' Get in the Action initiative.

"It was life-changing for kids and life-changing for the school too," says the fifth-grader at Frederic Chopin Elementary, one of two Chicago schools where the initiative – designed to encourage more physical activity and healthier food choices by kids – was introduced last fall. "I used to eat popcorn and things with the butter, but now every night I just eat the orange and instead of drinking pop, sometimes I just grab a glass of orange juice or water."

Crystal is among roughly 300 kindergarten-to-eighth-grade students who benefit every day from a spruced up school cafeteria, new cafeteria salad bar, refurbished playground and the long-lasting nutritional lessons served up during classroom vegetable taste tests, courtesy of Action for Healthy Kids' volunteers.

"One child said to us just recently 'I never in my life ate broccoli before this,'" says Chopin Principal Antuanette Mester. "So that to me was an astonishing revelation. If one said it, I'm sure there were others that probably never had been given that at home."

▶ Lessons Learned

Mester and the rest of the Chopin staff are moving the messages of Get in the Action forward by making the kinds of changes that will help students live healthier lives. The cafeteria staff, for example, is more conscientious about the nutritional value of school meals. So pizza is now made with whole wheat flour and served sans sausage. Students also are getting steamed vegetables and more fresh fruit for lunch and their science classes now

incorporate lessons on the benefits of eating vegetables. And, even though the students already get three to four gym periods a week, teachers have added a few minutes of in-classroom stretching and movement. It's all working.

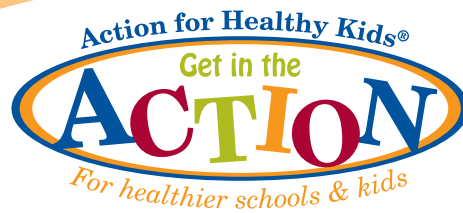
In fact, Get in the Action and its long-lasting lessons are having such an impact that Crystal eagerly traded her favorite, unhealthy snacks for healthier fare like fruit

salad and healthy chicken nuggets. The best part is she's not alone. Mester says she hears all the time from students who are transforming the way they eat and think about food.

"They'll say, 'Mrs. Mester, last night I didn't eat anything unhealthy. When I was hungry, I had carrots,' or 'Mrs. Mester, I did celery last night.' They come and make comments to me about what's happening at home. It is important that it's being carried through at home for them," she says.



Chopin students prepare for vegetable taste tests



▮ Taking Get in the Action Home

One home where the lessons about healthy eating and increased physical activity are getting through is Crystal's. Her mother, Marisol Lazaro, was on hand for Get in the Action and sat in on some vegetable taste tests. What she learned helped her change the way she feeds her family for the better. (You can find some quick tips on healthy eating in this chart from the latest version of Dietary Guidelines for Americans.)

"I used to always cook quick meals, something like a Mexican sausage and just heat it up with beans, something like that. But that sausage has lot of grease. We used to make eggs with hot dogs. And we used to always eat late. I didn't get home until 6 p.m. So, by the time I prepared the meals, it would be like 7:30 or 8 p.m. That's the time we would be eating," says Lazaro. "But Get in the Action motivated me. Before I wanted to (make healthy changes), but didn't quite know how to get there. One of the major things that motivated me is because my dad has diabetes and, for us Hispanics, we're at greater risk for having it. I do know that and I didn't want to lead a path where I could put my kids at risk."

So armed with more information about which foods are nutritious, which aren't, the healthiest ways to prepare some favorites and new insight into the importance of daily

physical activity for kids, Lazaro made changes in her kids' lives. For starters, she signed up both Crystal and six-year-old son Ricardo for soccer.

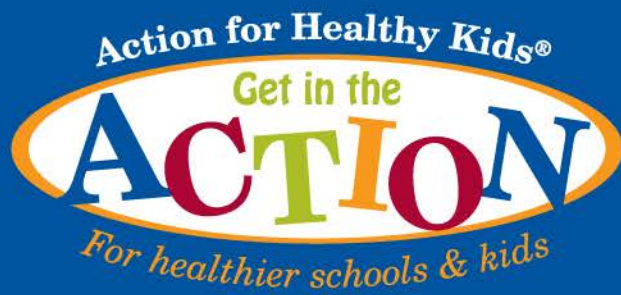
That's not all. Gone are the home-cooked unhealthy, quick meals and fried foods. Instead, dinner is more likely to consist of baked chicken with potatoes and carrots or chicken soup or boiled pork served with a salad. On top of that, Crystal and Ricardo are definitely eating more lettuce, tomatoes and broccoli these days and they're learning about portion control. And Lazaro's mother, who lives in the same building, now helps out by cooking for the kids while Lazaro works. So they're eating around 4 p.m. now, not at 8 p.m. and going to bed at 9 p.m.

They're all significant life-style changes. Before Get in the Action, Lazaro says she attempted healthy changes in fits and starts, but nothing lasted, partly because she found it hard to get the kids to eat vegetables at home when they were being served sloppy Joes and hard-shell tacos at school.

"If you try to do something in the house, then the school keeps giving them (fast food) it's kind of hard for the kids to actually want to eat healthy at home because they're eating all this other stuff at school," she explains.

Now, of course, Lazaro and the cafeteria workers at Chopin are on the same page and Crystal, for one, couldn't be happier: "I feel good about myself and I feel better," she says.

Sponsorship Opportunities



**Making Kids Healthier,
One School at a Time**

www.ActionforHealthyKids.org



3 THINGS TO KNOW:

1. **1/3 of American children are overweight or obese.** Childhood obesity presents many problems including :
 - Serious health conditions such as cardiovascular disease, diabetes and certain cancers.
 - Costly economic circumstances, leading to \$147 billion annually in health care costs
2. **Individuals may not know or understand how to address childhood obesity.**
3. **Schools are not equipped to encourage or accommodate a commitment to ongoing school wellness.**

STEPS TO CHANGE

Action For Healthy Kids combats childhood obesity by equipping individuals and schools with the information and resources that lead to action.

Action For Healthy Kids has created a Healthy Kids model that is a **\$3.2 million investment to reach 4,500 school districts, 25,000 schools and 10 million children by 2013.**

4.5 MILLION CHILDREN AND 9,200 SCHOOLS
BENEFITED FROM ACTION FOR HEALTHY KIDS PROGRAMS AND SERVICES IN 2010

MAKING POWERFUL PARTNERSHIPS

Action for Healthy Kids works with corporate partners to create mutually beneficial relationships through:

- Uniting your brand with key messages to influential audiences
- Leveraging our national network to promote your company in targeted markets
- Engaging your employees in volunteer opportunities to help kids in need

REACH

- **20,000 VOLUNTEERS** parents, educators, students, community and business leaders
- **13,000,000 NATIONAL AUDIENCE** through our national partner network
- **12,000 UNIQUE WEBSITE VISITORS** per month PLUS Fans on Facebook, Twitter and YouTube

Kellogg's®

SHARE YOUR BREAKFAST

Encourages the general public to share a photo or description of their breakfast. For each breakfast shared, Kellogg's helps share breakfast with kids in school by supporting Action For Healthy Kids with a donation.

- Goal to reach 200,000 participants and share one million breakfasts with hungry kids in school.
- Launch event in New York Central Station designed to get national media attention

OTHER PARTNERS INCLUDE:



NATIONAL DAIRY COUNCIL



Northwestern
Mutual
Foundation

GET IN THE ACTION

Get in the Action is a national catalyst for mobilizing volunteers and linking them with schools to improve nutrition and physical activity environments for students.



2010 PILOT EVENT RESULTS

Participants:

- 2 Chicago schools
- 500+ students
- 200 volunteers

Projects included:

- School cafeteria renovations
- Playground construction
- Food lessons and taste tests



2011 GOALS EXPAND TO 3 CITIES. 18 SCHOOLS. 800 VOLUNTEERS. 6,000 KIDS.

Get in the Action 2011: **CHICAGO**



September 26- 30, 2011

- 10 elementary schools
- 500 volunteers
- 4,000 students

Local Sponsorship Packages

Sponsor Benefits	Super Sponsor \$20,000	Wonder Sponsor \$5,000	Silver Sponsor \$1,500	Star Sponsor \$500
WEB & EMAIL RECOGNITION	<ul style="list-style-type: none"> • Logo post on State Team Website • Logo on E-newsletter blast • Brand mentions on social media announcements 	<ul style="list-style-type: none"> • Logo on E-newsletter blast • Brand mentions on social media announcements 	<ul style="list-style-type: none"> • Listing on E-newsletter blast • Brand mentions on social media announcements 	<ul style="list-style-type: none"> • Listing on E-newsletter blast
EVENT RECOGNITION	<ul style="list-style-type: none"> • Top billing on poster signage at local school events • Recognition on poster signage at local school events • Logo on signage at reception 	<ul style="list-style-type: none"> • Recognition on poster signage at local school events • Logo on signage at reception 	<ul style="list-style-type: none"> • Recognition on poster signage at local school events • Logo on signage at reception 	<ul style="list-style-type: none"> • Recognition on poster signage at local school events • Logo on signage at reception
EMPLOYEE VOLUNTEER ENGAGEMENT	<ul style="list-style-type: none"> • Opportunity for 20 employee volunteers 	<ul style="list-style-type: none"> • Opportunity for 15 employee volunteers 	<ul style="list-style-type: none"> • Opportunity for 10 employee volunteers 	<ul style="list-style-type: none"> • Opportunity for 10 employee volunteers
HOSPITALITY	<ul style="list-style-type: none"> • 12 reservations at celebratory reception 	<ul style="list-style-type: none"> • 8 reservations at celebratory reception 	<ul style="list-style-type: none"> • 5 reservations at celebratory reception 	<ul style="list-style-type: none"> • 5 reservations at celebratory reception

“It was life-changing for kids and life-changing for the school too”

“I used to eat popcorn and things with the butter, but now every night I just eat an orange and instead of drinking pop, sometimes I just grab a glass of orange juice or water.”

- Crystal, 5th -grader at Chopin Elementary

“One child said to us just recently ‘I never in my life ate broccoli before this, so that to me was an astonishing revelation. If one said it, I’m sure there were others that probably never had been given that at home.’”

- Chopin Principal Antuanette Mester.



This September be part of a movement that is transforming kids lives.

GET IN THE ACTION.