

Education Grants

Alert

The Weekly Report on Funding Opportunities for K-12 Programs

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Potato Board serves up new school health grants

The U.S. Potato Board, formed in 1971 by a group of potato growers to promote the benefits of eating potatoes, is dishing out a new grant program for elementary schools nationwide.

The unique program has funding flexibility built into it. Through the **USPB School Wellness Grant Program**, funds can either be used to directly improve food offerings to students, to purchase physical fitness or playground equipment, or to develop or execute nutrition or physical activity educational programs.

The federal government recently required schools to revamp wellness policies by updating food menus and taking a serious look at ways to improve child health, so the new grant comes at a perfect time to boost foodservice directors' or physical education teachers' implementation of nutrition, or fitness policies and programs.

(See **GRANTS** page 7)

NCLB proposals give glimpse of new funding priorities

With a slew of new NCLB reauthorization proposals released this month, education watchers may cling more firmly to hope that **Congress** will reauthorize the education law sooner rather than later.

Though the **Senate** and **House** education committees have pushed back markups for the reauthorization until September, a glance at proposals being introduced gives educators an idea of what areas will likely benefit from big federal dollars during the law's next iteration.

Recent proposals suggest a consensus is forming around growth models, flexibility for special needs students, and more innovative assistance for schools in need of improvement.

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Federal Grants Alert

Alcohol in underage and young adults (NIH/NIAAA)

Scope: The **National Institutes of Health/National Institute on Alcohol Abuse and Alcoholism** invites exploratory developmental applications for research on screening and brief interventions to prevent and/or reduce alcohol underage drinking and hazardous young adult drinking.

Deadline: Oct. 16.

Funds: Up to \$275,000 over two years.

Eligibility: Domestic and foreign for-profit and nonprofit public and private institutions and organizations, such as colleges, universities, hospitals, laboratories and state and local governments.

Areas: Research should test strategies to improve screening methods for youth at risk; test the efficacy and effectiveness of novel brief prevention interventions; and examine individual, peer, family, community and other contextual differences that may affect selection, implementation and outcomes of interventions.

Contact: For financial or grants management issues, contact **Judy Fox** of the National Institute on Alcohol Abuse and Alcoholism, (301) 443-4704

E-mail: jfox@mail.nih.gov

Web: <http://grants.nih.gov/grants/guide/pa-files/PA-07-407.html>

(See **FEDERAL** on page 3)

Target tailored school fundraisers for success, expert says

Gwen Moodley used to feel heartbroken when leaving schools.

The cofounder of a shade structure manufacturing company visited schools to market protective covers for outdoor playgrounds, bleachers, or ball courts with a goal of helping students avoid overexposure to sun rays.

She remembers seeing “disappointment in their faces when thinking of the time and effort it would take to raise the money through traditional fundraising methods,” she said.

To help schools, Moodley founded **Shade4Schools Inc.**—a separate arm of **Trico USA Inc.**—and created a fundraising kit to help schools fund shade structures. The kit doesn’t involve selling products, so all donations go toward purchasing the structures.

Moodley presented her ideas at the **National PTA** conference several weeks ago, and said parents were excited about the kit because it could help them battle “fundraising fatigue” caused by organizing the same fundraisers over and over. Also, she was told that her method would help increase participation from fathers, who many times prefer to donate cash directly, rather than buy confectionary.

While Moodley’s fundraising idea is geared

toward school shade structures, the process she used to create the kit can infuse most fundraisers with new energy and direction, and possibly, great success. Here are her tips for tying a fundraiser to your school’s needs:

- 1) **Think of the parents**—A fundraiser must have strong parental appeal. Try crafting easy-to-use instructions for organizing the fundraiser. Clearly state goals and timelines, and use eye-catching graphics. Also, try a fundraiser that would satisfy today’s more health conscious and socially responsible society, such as one with a goal of protecting children from sun exposure or unhealthy foods. Use statistics to emphasize the importance of the donations.
- 2) **Avoid fundraising fatigue**—Don’t use the same techniques every time. Something new can help motivate and interest parents and the community. Timing is critical to avoid burnout. If a fundraiser is too long, it causes boredom. Moodley’s kit sets a three-month timeline for the fundraiser and includes a weekly checklist of what activity should be accomplished when. For example, week 12 is to establish a fundraising committee.

- 3) **Tailor your fundraiser**—Organize the fundraiser around the intended purchase or use of funds. For instance, the Shade4Schools fundraiser offers a graphic of a shade cover where donors can pencil in squares to represent how much of the shade covering they are helping to fund.

Moodley said the concept can apply to other fundraisers. If a class wanted to hold a fundraiser to support a field trip, they could create a map of the route and include the total mileage. A fundraiser then might involve donors being able to shade in the miles as money is raised. By tailoring the fundraiser to the specific event, it personalizes the trip and gives the team motivation to raise the funds.

All in all, you need the right product, for the right price, and the right place and timing to carry out a successful fundraiser, Moodley suggested.

“A good fundraising program will take into consideration the school’s need; the fundraiser’s appeal to parents; ease of use for PTAs to market and manage the fundraiser; and motivation for children through incentives,” she added.

To contact **Gwen Moodley**, call (800) 335-4905 or e-mail info@shade4schools.com. For more information about **Shade4Schools** and to obtain a free fundraising kit, visit <http://www.shade4schools.com>. □

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360 Hiatt Dr., Palm Beach, FL 33418

Customer Service: custserve@lrp.com

New Subscriptions: (800) 341-7874

Editorial: (561) 622-6520, ext. 8743

jmiller@lrp.com

Publisher: Kenneth F. Kahn
V.P., Editorial: Claude J. Werder
Executive Editor: Candace Golanski Gallo
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