

Fundraise the Active & Healthy Way



www.activeschoolsfundraising.org



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Questions

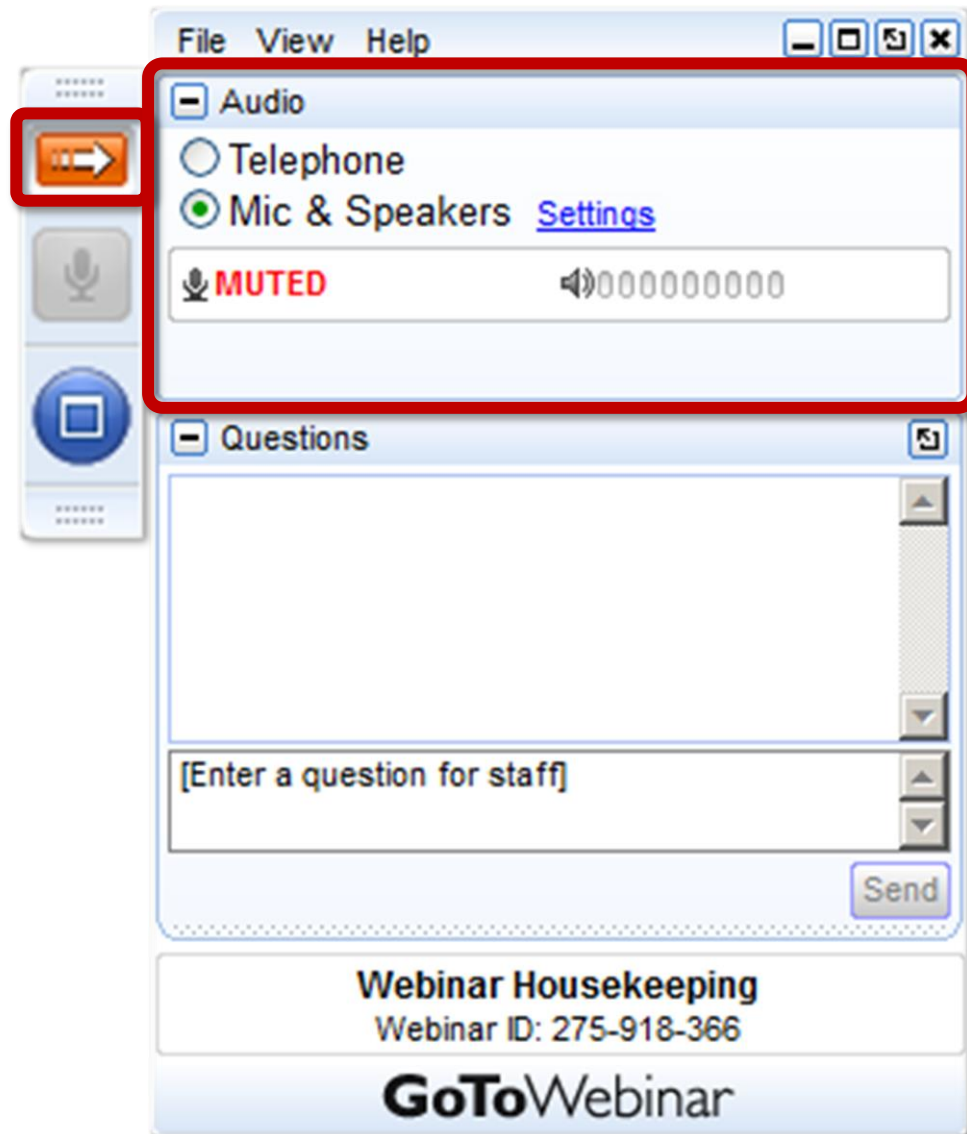
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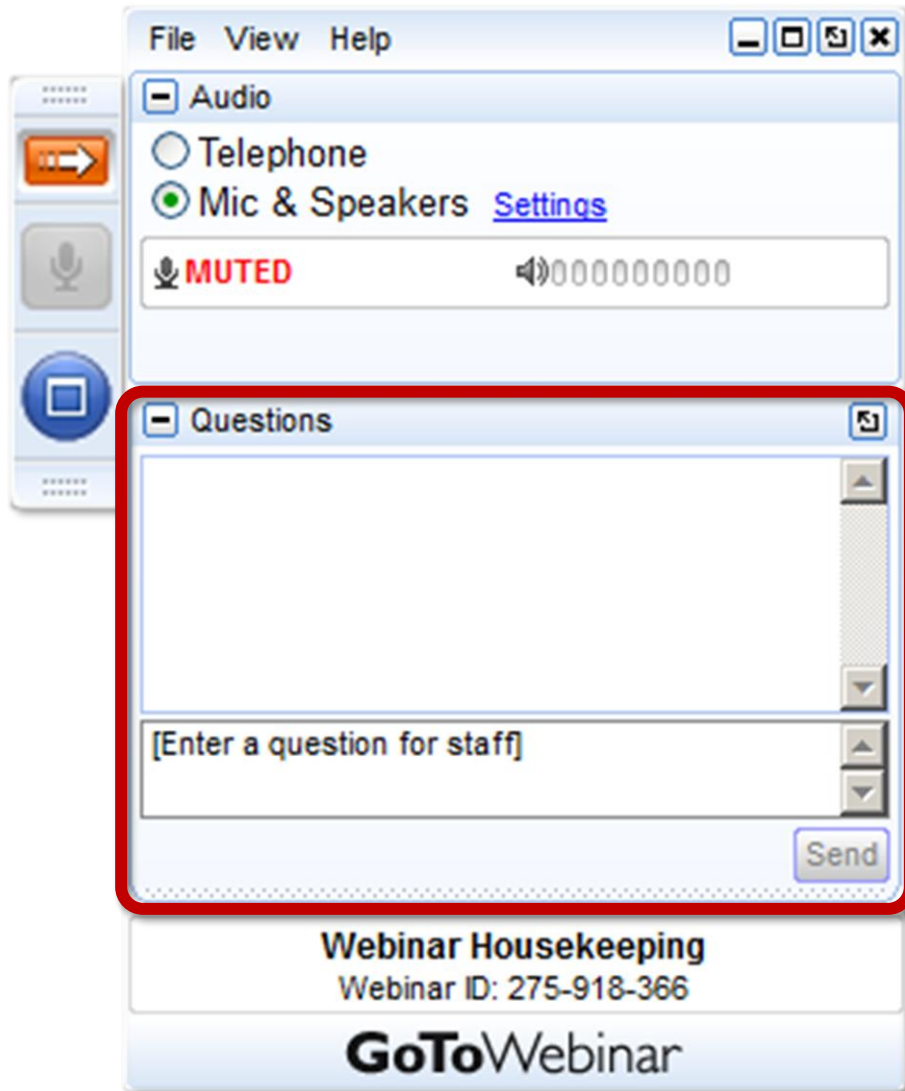
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HAVE A QUESTION?



QUESTIONS & COMMENTS

Submit your text questions and comments using the Questions Panel

Today's Speakers



Michele Klumb
VP of Sales
Stand2Learn



Julie Frank
Senior Manager of Development
Safe Routes to School National Partnership



OBJECTIVES


Attendees will learn:

- How to create an Active Schools Fundraising team
- How to add online fundraising to your existing walk-a-thon or fun run
- How to kick start a new healthy fundraiser—active & healthy fundraising ideas
- About Stand2Learn product
- How to win prizes



This webinar is for you!

Easy as 1-2-3!

- 
- The background of the slide is a photograph of three children on a playground. A girl in a white shirt is hanging from a bar on the left, a girl in a blue shirt is hanging from a bar on the right, and a boy in a blue and white checkered shirt is hanging from a bar in the foreground on the left. They are all smiling and looking towards the camera.
- 1. Create an Active Schools Fundraising team.**
 - 2. Raise at least \$800.**
 - 3. Purchase at least \$600 product from Stand2Learn.**

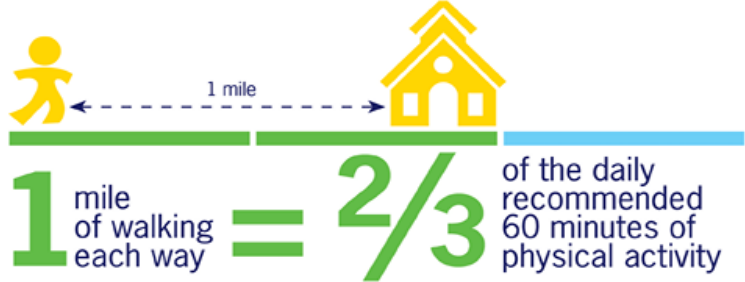
**Complete all 3 steps
and...**

**Chance to win (1) Stand2Learn desk
(\$325-\$425 value)!**





The mission of the National Partnership is to advance safe walking and bicycling to and from schools, to improve the health and well-being of kids of all races, income levels, and abilities, and to foster the creation of healthy communities for everyone.



The infographic shows a yellow stick figure on the left and a yellow house on the right, connected by a dashed line labeled "1 mile". Below this, a green bar represents the distance. The text "1 mile of walking each way = 2/3 of the daily recommended 60 minutes of physical activity" is displayed, with "1", "2/3", and "60" in large green font.

Kids who walk or bike to school are more likely to get the daily **60 minutes of physical activity** they need.



The logo shows a stylized figure of a person walking and a person on a bicycle in dark blue.

saferoutespartnership.org #10YearsofSRTS



- Healthier, more active way to fundraise
- No start-up fee or selection process
- Your group keeps 75% of online funds raised



RAISE MORE. MOVE MORE.



This promotion does not constitute or imply endorsement by the Federal Government of any product or service of PHA.



- Fundraising benefits your program and 25% of funds support a number of national physical activity efforts—it's a Win-Win!
- No additional charges
- Discounts to help funds go even farther



RAISE MORE. MOVE MORE.



www.activeschoolsfundraising.org

Helping Active Kids Do Better

www.activeschoolsfundraising.org



HOW IT WORKS

TIPS TO SUCCEED

PARTNERS

SIGN UP



Welcome to Active Schools Fundraising

Fwd: Welcome to Active Schools Fundraising! - julief@saferoutespartnership.org - Safe Routes to School National Partnership Mail - Google Chrome

<https://mail.google.com/mail/?ui=2&view=bt&ver=1uh9qwr1dq0gu&search=inbox&th=152f19827371237c&cvid=1>



Fwd: Welcome to Active Schools Fundraising! Inbox x



• **Julie Frank** <julief@saferoutespartnership.org>

to • me

3:37 PM (0 minutes ago) ☆



Hello,

Welcome to Active Schools Fundraising!

Your account has been set up on our fundraising platform.

[Click here to sign in](#) under the Returning Participants section.

Please enter your username and temporary password (below) and take the steps below to finish setting up your fundraising page.

Username: JulieFrank

Temporary Password: XXXXXXX

Once you have signed in you will be on your personal start page and fundraising hub:

- Here you can edit your PERSONAL message for your family or add photos.
- As the team captain, you will want to edit your TEAM PAGE and with a message about what your group is fundraising for, include school photos and details about your walk-a-thon or event, and more. Go to the TEAM on the left sidebar and scroll down to make team page edits.
- RECRUIT TEAM MEMBERS next by sending emails and promoting the event at your school.

Want some more ideas? [See the Playbook for details.](#)

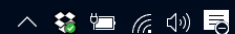
And most importantly, have fun!

Active Schools Fundraising

info@activeschoolsfundraising.org



Search the web and Windows





Create an engaging team page.

From your fundraising hub, write a description of your event or challenge and add photos. Choose from our standard photo options or customize it with your own logos, mascots, and photos.

Invite everybody.

Data shows that for each team member you add, your effort will raise, on average, \$100 dollars more.

Healthy Fundraising Playbook

Sample Team Roster

PTA/School group	Sports booster club	After-school program
Parents	Parents	Parents
Teachers	Coaches, trainers	Volunteers
School staff	Local businesses	Board members



Active & Healthy Fundraising Ideas

- Fruit & Veggie Olympics
- Walk-a-Thon/Bike-a-Thon
- Active BINGO
- Costume Dance-a-Thon
- Pet Parade
- St. Patty Day Scavenger Hunt



PRESENTED BY MICHELE KLUMB

CELL: 979.255.0690

EMAIL: MICHELE.KLUMB@STAND2LEARN.COM

What's All the Fuss About?

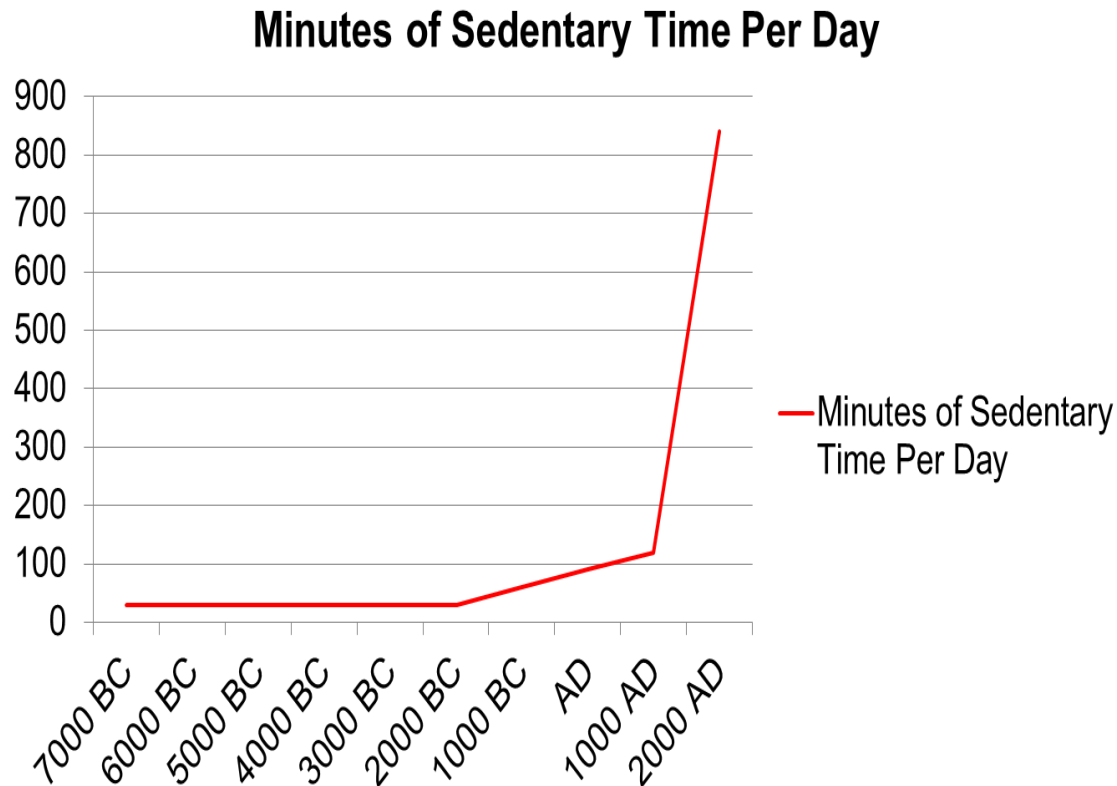
Trends

- Technology Induced Inactivity
 - Gaming
 - Buses/Vehicles
 - Computers
 - Remotes
- Decreased recess times
- Decreased PE times
- Obesity and related diseases on the rise

What does it do to us as adults? Children?

- Weakens bone, ligaments and other connective tissues
- Weakens muscles
- Core muscle imbalances lead to injury risk
- Cardiovascular system losses
- Joint deterioration occurs thru disease, **weight gain** and inactivity
 - Decreased self-confidence
 - Academic failure
 - Missed school days

Sedentary Time Change over 10,000 years



The Researcher

Dr. Mark Benden - Department Head/Associate Professor, Director of the Ergonomics Center, Environmental and Occupational Health at Texas A&M University



- ❖ 2007 PhD dissertation on standing in the office
- ❖ 2008 Began research on standing in the classroom
- ❖ 2011 Published results and created the Original S2L design
- ❖ 2012 Began the company Stand2Learn and sales
- ❖ Continues with multi-faceted research on standing benefits
- ❖ 2014 Ergonomic footrests
- ❖ 2015 Yze design to include office settings, hoteling and conference room
- ❖ Doubling/tripling sales figures
- ❖ Patents and new designs
- ❖ International Journal of Health Promotion and Education, International Journal of Environmental Research and Public Health, American Journal of Public Health

The Research Results

- ❑ 20% increase in calorie burn rates when compared to seated peers (35% for children who are obese)
- ❑ 12-15% increase in engagement time = 7-9 MORE minutes per hours that students are paying attention to instruction
- ❑ 5% improved cognition
- ❑ 5% reduction in BMI percentile = decreasing obesity related health issues: cancer, heart, stroke
- ❑ Better classroom management
- ❑ Fewer distractions
- ❑ Fewer teacher back pain due to bending over seated desks
- ❑ More results coming in 2017!!

Products

The Original

- Fits kinder – 4th adjustable from 26-34"
- Fits 5th to Adult adjustable from 34-42"



The Yze

- Single or Dual
- 4 heights to cover kinder to adults



The Stand2Learn Difference

- ❖ Dr. Mark Benden – Stand2Learn CEO, designer and researcher
- ❖ 16 and 18 gauge tubular steel with 12 gauge brackets
- ❖ Patented dual height dual depth footrest for ergonomic sitting and standing comfort
- ❖ Our research proves students with stand-biased desks
 - Stay engaged 15% longer
 - Increased standardized test scores by 5%
 - Burned 20% more calories
 - Reduced their BMI percentile by 5%
- ❖ Limited lifetime warranty – built to LAST!



Competition

Negatives of Swinging Footrest

- ☹️ Moving parts will eventually squeak creating noise and classroom distractions.
- ☹️ The swinging footrest opens liability for shin injuries to the user and those walking past as well as slips when trying to get in and out of a stool or balance on the moving footrest.
- ☹️ The non-harmonic motion of multiple students is distracting for other students causing less engagement.
- ☹️ Ergonomically speaking, the position a child must maintain to swing the footrest on one foot is not conducive to positioning without eventually causing joint pain for children with rapid growth spans.

Negatives of No Footrest

- ☹️ Standing without a footrest does not encourage more standing. The footrest allows users to rest and therefore stand longer periods of time comfortably.
- ☹️ When users sit, there is no ergonomic position for their legs. They either have to dangle or be tucked underneath their core on a stool ring. Neither allow blood to flow freely throughout their growing bodies.

The Future

- ❑ Continued research – ADHD, Gender
- ❑ New products on the horizon
- ❑ More patents
- ❑ Technology

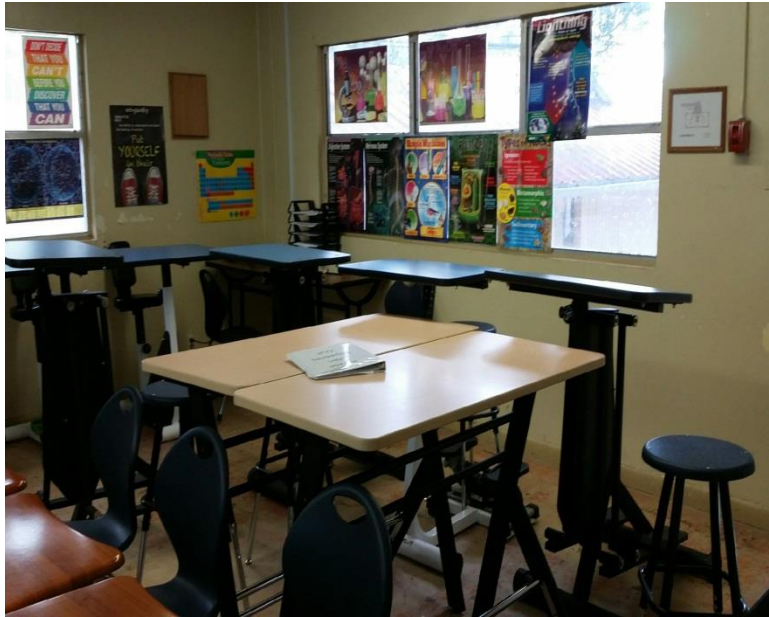
SUMMARY

Where do you start?

- ❖ A few in each classroom (\$247+)
- ❖ Back row (\$490+)
- ❖ Pod (\$490+)
- ❖ Entire classroom (\$2900+)
- ❖ Funding?



The advertisement is split into two main sections. The left section features a background image of two students at a desk with four statistics overlaid: "5% improved standardized test scores", "15% increased engagement", "20% increased calorie burn", and "5% reduction in BMI percentile". The right section has a dark header with the "stand2learn" logo and the tagline "The ONLY research based design on the market." Below this is a call to action: "CALL US TODAY! 800-641-7750" and "Go to www.stand2learn.com to learn more!". A circular "get" logo is also present. The bottom half of the right section shows a photo of a classroom with students at desks. At the very bottom, a list of benefits is provided: "Engagement • Cognition • Health • Productivity • Classroom Management • Postures • And More".



Sponsoring Partner



+



= 45% off

Code: ASF2017

And to help your dollars go even farther we are offering a 45% off of list price discount for Active School Fundraising users. Use code [ASF2017](#) when placing your order. Orders must be placed by August 1, 2017.

Timeline

- Sign up **NOW**: activeschoolsfundraising.org
- Create Active Schools Fundraising team **by May 1st**
- Raise at least \$800 by **May 31st**
- Funds will be mailed out by **June 12th**
- Purchase Stand2Learn product by **Aug 1st**
- Drawing: (1) Stand2Learn desk (\$325-\$425 value) **Aug 4th**

Other Prizes

Raise at least \$100 using Active Schools Fundraising for a chance to win 100 water bottles donated by Specialized.



**Raise at least \$250 using
Active Schools Fundraising**

**For a chance to win a Skillastics
game (up to \$299.95 value)**



**For a chance to win a Dero Bike
Bike Rack (\$467 value)**



DERO
A PLAYCORE Company



**For a chance to win 15 Cycliq Fly6
bike cameras (\$2,535 value)**



CYCLIQ



Q & A



Contact Us

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Thank you & enjoy fundraising!