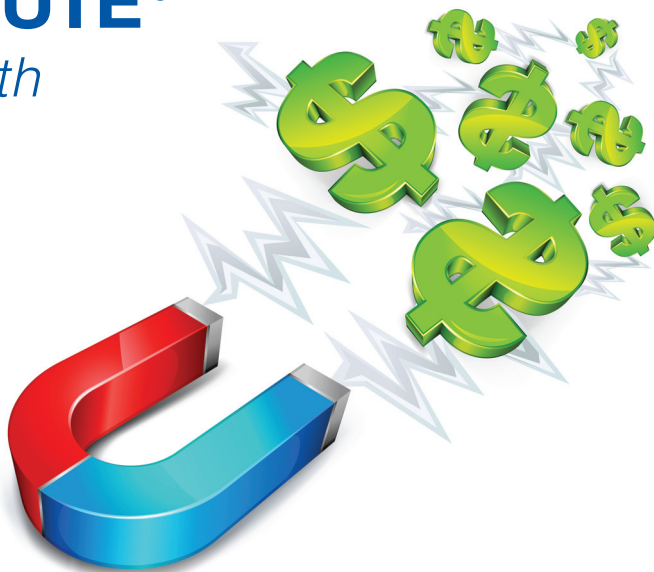




DANNON INSTITUTE®

Nutrition for Health



HOW TO FUND NEW WELLNESS PROGRAMS AND INITIATIVES: OUT OF THE BOX SOLUTIONS

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Be creative and resourceful in seeking “out of the box solutions” to fund your school wellness programs. The tightening of school and municipal budgets is forcing school and town officials to seek funding from less traditional sources:

- Health-focused foundations and area hospitals -- Foundations such as Harvard-Pilgrim, Nemours, Robert Wood Johnson, and Anthem, as well as local and large teaching hospitals may have interest in funding or grants programs to fund student and educational staff wellness programs.
- National not-for-profit organizations -- The YMCA, Boys and Girls Club, and others support school/student wellness programs through national and local initiatives that partner with classroom and after-school wellness programming.
- Summer residential and day camps – Camp facilities that are used only on weekends or not at all during the school year may be available for use by the local school district.
- Local recreation department -- A partnership with a town recreation program can expand funding opportunities, access to facilities, and personnel support for wellness programs for students.
- Community businesses -- Businesses with a ready connection to health and fitness, such as karate schools, ski shops, golf courses, bowling alleys, batting cages, fitness clubs, and the like may volunteer their time and resources to work with students, teachers, and schools. They benefit by the increased exposure to the community.
- Corporations – Local, national, and international companies, especially those associated with health, food, beverages, and pharmaceuticals, have an interest in building healthy communities and may commit resources to help communicate health messages to children.
- Child wellness organizations – The Action for Healthy Kids Coalition and Alliance for A Healthier Generation working with schools and states on establishing and maintaining school wellness programs.

Mr. Abramson is Superintendent of Schools for RSU #38 and a former YMCA CEO living and working in Maine.

Dr. Finn is CEO of the American Council for Fitness and Nutrition, which is dedicated to teaching children the important concept of energy balance. In teaching lifelong wellness habits children must learn that what they eat and what they do must be in balance.

The Dannon Institute is a separately incorporated, 501(c)(3) nonprofit foundation dedicated to non-commercial activities. Launched in 1997, The Dannon Institute was established as an independent foundation to promote research, education and communication about the link between nutrition and good health.- The Dannon Institute | 100 Hillside Avenue, 3rd Fl, White Plains, NY 10603-2863 | Tel: 914-872-8543



Tips!