



Healthy Kids, Healthy Schools

Posted: 05/10/09 11:23 PM

Innovation Fund

Achieving sufficient Funding to support the Mission of the Healthy Kids Healthy Schools program in the HISD.

Here are the main themes identified from Visions of the Future!

HKHS Founders Fund to support pilot projects Create seed funds



Healthy Kids, Healthy Schools

Posted: 05/10/09 11:31 PM

HKHS Fund Document



view

HKHS Foundation - Document

Attached is a document that more completely outlines the thinking we had during our session.

The Innovation Fund Team was comprised of:

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Healthy Kids, Healthy Schools

Posted: 05/10/09 11:25 PM

Prototype Report-Out Session

The group presented their prototype of creating the Healthy Kids, Healthy Schools Foundation. A 5013c that promotes healthy kids and healthy schools with the goal of raising \$1 a day per child which equals \$75M dollars! There will be two boards, an executive board and a fundraising board.

To do this the group suggested corporate sponsors to help build awareness and raise funds. Including creating a Keep the Change program with participating corporate sponsors along with perhaps partnering with the Houston Texas to donate \$1 per ticket. In addition to corporate partnerships, it will be key to partner with like-minded organizations and philanthropies such as AMA, School Nurses Association etc.

They recommended also looking for funding through government grants and the stimulus package. And then, partnering with the legal community to include the fund in their estate planning conversations.

Finally, an awareness campaign needs to be executed to get the word out about the foundation and it's goals. This will include a Web site, social networking tools and promotion items.

And, the group ended with the fight song they created! "Donate money, donate money for healthy kids, for healthy kids!"



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Posted: 05/10/09 11:24 PM

Brainstorm Notes

Below are ideas brainstormed around how to fund and support pilot projects in order create seeds funds:

Corporate sponsorships

- Home Depot to build gardens, Target 3% of their gross back to community (jump rope, balls), Staples has school funds and set up fund to get paper, pencils, forms etc.-target them specifically, not just money but in-kind donations
- Kroger Wellness Program
- Make McDonald's and Burger King/fast food chains part of the solution, 3 cents of every sale goes back into fund

Associations/Grants

- National Association for School Nurses: grant funds

Government Stimulus Package; Other Government Funding

- Government grants

Direct mail campaign for fundraising (Office Depot do envelopes; other in-kind donations to make this happen)

Credit card option

Kick-off event, fundraisers/events

Garden

- People buy the cobblestones/bricks for donor/stepping stones

Sustainability of funds

- Make endowment/venture fund

Anything that is Active: Walk for Heart/Jump for Heart/Step out Diabetes/Dance-athon/Bowling/Skating

- Health walks/runs for kids and open to community; children could be sponsored for each mile they walk

Social marketing (Obama -like fundraising)

- Matching funds like public radio
- Traditional people networking as well as social marketing

Utilize professional sports teams (Houston Texans, Astros)

- Fuel Up to Play and Play 60 with NDC and NFL
- \$1 from each ticket, stadiums always full even if teams are no good
- They are role models as well for the students

Grocery store \$1 at Kroger, Wal-Mart, Walgreen's, Kroger (localized to the community)

- Round Up (Keep the Change/Donate Your Change) donate for all vendors within the HISD district: less than \$1 always, that's OK
- Entire Houston market and its ongoing
- Work with banks to have them opt in, keep the change is an option for donation as well and then it's a tax deduction
- Roll this out to the media

Involve news media their drop offs for baby clothes, canned food drives, change drive

- Angel Investors: High-level investors to create seed fund
- Healthy Kids Houston Fund
- A lot of philanthropists, but how to tap into these people: utilize lawyers to set up as part of estate plans

Establish Development Group/Board/Management Group

Activate College Students Activated and Involved, Churches, Service Organizations, Lions Club, Rotary Club, Junior League

Create Healthy Kids, Healthy Schools Fund with Web site and community hours for volunteering

Add this fund to combined charities (national list) for payroll deduction

- United Way: make it an option for local charities list

National Bake Sale for Komen as example fundraiser

Change can at Kroger stores

Adopt a school/child/program/initiative

PSA announcements



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