

IHT Spirit Funding Resources



Comprehensive research continues to establish the link between physical fitness and academic success. With the **adidas ZONE** for **IHT Spirit** and **Spirit System** assessment platform, teachers can deliver heart rate training that is the foundation to improve student fitness and academic readiness. IHT offers a number of funding solutions.



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Visit:

www.ihtusa.com

Message:

spirit@ihtusa.com

Shop:

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Partnership includes tips to identify, apply for open grants

We hope the following ideas assist your efforts in developing a plan for funding opportunities to purchase the IHT Spirit System. IHT provides grant assistance at no cost once you have a strategy and vision in place.

WRITE SMART GOALS: SPECIFIC, MEASURABLE, ACHIEVABLE, RELEVANT AND TIME ORIENTED

Determine how the IHT program can be used to reach as many students, parents, staff and community members as possible.

FIGURE OUT A BUDGET FOR THE PROJECT

Budget plans may be a minimum of one class, may include multiple schools or an entire district.

START WITH FUNDING OPPORTUNITIES WITHIN YOUR OWN DISTRICT

Always check with your PE Administrator, Principal, IT Director, SEL Dept. or District Grant Office to let them know you are applying for a grant. In some districts, grants that have not gone through the district office protocol before for submitting may not be accepted if awarded.

IHT can provide all the necessary documents to make your Title IV-A "ask" powerful and provide you with a great opportunity to secure this funding.

TALK WITH YOUR PRINCIPAL AND/OR PE ADMINISTRATOR ABOUT YOUR DESIRE TO REQUEST THIS FUNDING

Locate who your district's Grant Director is. You may want to start with the Office of Federal and State Grants in your district. You will eventually need to connect with this decision maker.



ARE THERE TECHNOLOGY FUNDS AVAILABLE WITHIN YOUR DISTRICT?

Some schools have passed bonds for technology integration or have technology grants. Your district may also have Federal technology grant funds.

DOES YOUR PTA/PTO HAVE A GRANT PROGRAM FOR EDUCATORS?

If they don't, attend the next meeting, present your vision/proposal and see if they can start a fund-raising campaign. It never hurts to ask.

FIND OUT IF YOU HAVE AN EDUCATION FOUNDATION AT YOUR SCHOOL AND CHECK TO SEE WHAT TYPE OF PROGRAMS AND INITIATIVES THAT THEY FUND.

Some schools have equipment limits so partner with other PE teachers to request the same funding opportunity.

For more, visit: www.ihtusa.com/funding

Case Study: How Irving ISD Used ESSA Title IV Funds for a P.E. Technology Purchase

With guidance from her department head, Irving Independent School District (Texas) Health and Physical Education Coordinator Sandi Cravens applied for and received \$35,000 from her district's Every Student Succeeds Act allocation.

After working with her supervisor and the district's director of federal funding, Cravens researched the program she wanted to develop and gathered supporting material to create a proposal to purchase a set of IHT's adidas Zone for IHT Spirit heart rate monitors and physical education assessment software in each of her district's middle schools. Irving ISD funded Cravens request through the district's ESSA's Title IV allocation, which designates that funding be used for Student Support and Academic Enrichment.

Though the Department of Education is still approving ESSA implementation plans from several states, funding for the current school year has already been distributed. Physical educators are still adjusting to the new reality that they can -- and must -- seek out the funding that can only be used for specific programs.

"I was familiar already with Title IV but I didn't pay too much attention to it because I assumed the money would go to another group of people in our district because that's usually how it works," Cravens said. "They discussed that a certain percentage of Title IV money had to be spent on the health and safety of kids. My boss, thankfully, said he knew exactly who

to talk to about it."

Irving ISD Division Director of Student Services Dr. Lance Campbell met with Fernando Natividad, Irving ISD's director of federal funding and learned that a significant portion of the district's Title IV funding hadn't been allocated. Campbell left the meeting and immediately approached Cravens about developing a physical education program that could utilize the funding.

"He laid it all out for me," Cravens said of the initial meeting. "The program has to impact academic achievement. It has to be a new program. There has to be equity across the district. We couldn't just choose one or two schools."

Under ESSA's Title IV, funding recipients must meet several requirements with their purchases, depending on the amount. Title IV programs must:

- Provide students with a well-rounded education;
- Support safe and healthy students;
- Support the effective use of technology.

Armed with that knowledge and Natividad's advice, Cravens focused on IHT's Spirit System and adidas Zone wrist heart rate monitors, the technology she'd wanted to purchase previously but lacked the funds.

For the full story, visit:
[www.ihtusa.com/Title IV](http://www.ihtusa.com/TitleIV)



"We just need to measure how a positive impact on a student's health impacts the rest of the world at school: academics, attendance, etc."

Case Study: West Des Moines schools convert to IHT Spirit System with direct budget request

In 2015, Brian Rhoads implemented a pilot program to study heart rate in his physical education classes at Valley Southwoods Freshman High School (West Des Moines, Iowa). The program continues this school year district-wide in all 13 of West Des Moines' campuses but with IHT Spirit System equipment.

"We piloted a program using [a heart rate technology company's] chest strap monitors in our 9th grade building," Rhoads said. "The next year we tried out [the same company's] wrist monitors, but they weren't multi-user friendly in a school of 700 students."

To meet the needs of their innovative program, Rhoads used research and analysis to convince West Des Moines' leadership to switch to the IHT Spirit System, complete with assessment software, to be used throughout the district. As the new K-12 PE Curriculum Leader for the district, Rhoads saw a better fit for the district's needs: the adidas ZONE for IHT Spirit wrist heart rate monitors and the IHT Spirit Assessment Measures software. He estimates that 7,500 students will use the heart rate monitors this year.

"I came across the IHT system and saw it in action," he said. "I watched pretty much every online video I could find on them. It was a no-brainer that was suited to what we wanted to do."

'These are our textbooks'

Rhoads heard colleagues around the country lament the fact that PE departments rarely received funding for upgrades. Under the No Child Left Behind Act, PE did not receive the same funding that other subjects did. He wouldn't let that reality stand in his way.

"The district has had money [to fund new purchases] for years," he said. "Simply put, these heart rate monitors are the physical education



department's textbooks. Physical education has been left out of those funds for many years - no one knew to ask for it. Well, I asked for it."

Rhoads learned of West Des Moines' curriculum funding budget and found that PE had not been included in the past. He approached administrators just as a curriculum adoption cycle had begun and provided his research to back his funding request.

"The administration felt very comfortable giving us the tools to help our students be healthy and fit," he said. "Our leadership knows the benefit of physical education. They know when they aren't working out and fit, they don't do as well in their jobs. The same holds true of students."

'Funding is a different animal'

The WDMCS administration's commitment to PE became evident when Rhoads learned that a PEP Grant application didn't get approved. The district had set aside funding to use as a matching grant if the PEP Grant came through.

"Even though we didn't get the grant, they moved forward with funding anyway and gave us what we needed to get started," he recalled.

Rhoads acknowledges that funding remains different from district to district. The onus, he said, falls on the teachers to seek out ways to cover costs should a district simply not have enough in its budget.

For the full story, visit: www.ihtusa.com/WDM

Case Study: School uses superintendent's budget, grants to bring heart rate training to students

Maury River Middle School (Lexington, Va.) aims to change the way Virginia schools engage students through physical education.

Beginning this summer and into the new school year, Maury River students will be the first in Virginia to utilize technology that puts them directly in touch with their heart rate data. The school has purchased several sets of adidas ZONE for IHT Spirit wrist heart rate monitors along with IHT's Assessment Measures software to be used during a summer program and then during PE classes when the year begins.

"With childhood obesity becoming a major epidemic in our country, we saw the need to adapt our curriculum to what our children need most...individualized instruction that meets every student at their own fitness level," said Maury River Middle School PE Teacher Vicki Black. "IHT adidas Zone heart rate monitors will allow us to connect our PE classrooms and students with the modern world of fitness technology."

Multiple funding sources

Maury River will have multiple sets of Zone monitors to use beginning this summer. Rockbridge County Schools used a federal grant to buy a set of monitors to be used with a 21st Century Community Learning Center Afterschool Pro-



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gram. Shortly after that purchase, the district's Career and Technical Education program purchased a set for use during the school day in collaboration with the physical education department.

Additional sets are being purchased for the physical education department with funds allocated directly by Dr. Phillip Thompson, the new school superintendent, and the local education foundation.

"We are thrilled with the possibilities of connecting technology with student success, and creating healthy lifestyles," said Tracy Hinty, the Coordinator of Federal Programs for Rockbridge County Schools. "IHT will enable us to utilize the monitors in a cross-curricular collaboration with our career and technical education department as students will monitor and analyze their own health data."

The adidas ZONE monitors and the software are two primary components of the IHT Spirit System®, tools that help students learn to manage their own physical fitness and well-being and allow teachers a vehicle to objectively assess and grade each student on their actual performance during class.

Students wear the heart rate monitors during class and can see in real time how hard they are working. The heart rate monitors show students their actual heart rate but also the color of the heart rate zone – blue (low impact), yellow (moderate) and red (vigorous).

For the full story, visit: www.ihtusa.com/MauryRiver

“ We were able to raise more than our annual PE budget for the high school.”



Case Study: IHT Spirit FitFest Offers Schools Opportunity to Showcase While Fundraising

Hoping to raise money to add to the PE technology it can offer students, Indian Springs Elementary (San Antonio, Texas) hosted an IHT Spirit FitFest powered by adidas last January.

More than 500 students got to use new adidas ZONE for IHT Spirit wrist heart rate monitors. Students as young as second grade became transfixed on the computer screen as they glimpsed a graph of their heart rate data during class. Even the young students could understand their effort by simply checking the color displays on the monitor.

“One teacher has a second grader and a third grader at school and they were talking afterward,” Hammond said. “Her son, the second grader, thought his FitFest monitor wasn’t working because it stayed blue the whole time. His sister, in the third grade, told him, ‘No, that means you didn’t work hard enough.’ The color is the key because they can see it.”

Students ran laps, jumped rope and tried to stay as active as possible while wearing the adidas ZONE monitors during their physical education period. After the workout, students returned their HRMs and took a quick look at their heart rate data on a computer screen before heading back to class.

“It was a super fun experience and the kids had a great time,” said Tracie Hammond, the P.E. teacher at Indian Springs who spearheaded the event.

Hammond said Indian Springs raised more than \$6,000 and will now be able to have 30 students wear the wrist heart rate monitors during every class.

“We have 60-75 students in every PE session, so about half of them will now get to wear the monitors during class,” Hammond said. “We’ll rotate who wears them each class so every student will get to wear the monitor at least once per week.”

Prior to the FitFest, Indian Springs still utilized chest-worn HRMS purchased from IHT in 2013.

The IHT Spirit FitFest powered by adidas gives schools who have committed to purchase adidas ZONE for IHT Spirit wrist heart rate monitors and software a chance to use the monitors during a fundraiser. Parents, not just students, can see what the monitors and software do to motivate students and record data.

For the full story, visit: www.ihtusa.com/FitFest

Case Study: Physical Education Teachers Leave No Stone Unturned in Quest for Funding

Funding for new school initiatives including technology can be challenging, but creative teachers continue to find ways to help raise money by advocating for their needs, including staging community events that bring stakeholders together for a common cause.

Last year, IHT and partner adidas combined to launch the IHT Spirit FitFest powered by adidas. FitFest is a “fundraiser in a box” program that helps schools host community-wide events designed to raise awareness for the physical education program and, more directly, money to purchase PE technology including the adidas Zone for IHT Spirit wrist heart rate monitor.

“IHT and adidas help you every step of the way,” said Indian Springs Elementary School PE teacher Tracie Hammond, who organized a FitFest event at her school in 2017. “They set you up with all of your supplies, everything you need to have a successful event.”

“We were able to raise more than our annual PE budget for the high school,” said Hendrickson High School assistant principal Nikki Dickerson, who also served as the volunteer chairman for her school’s event.

Accessing Departmental Budgets

Teachers have become adept at exploring every funding opportunity, from the school’s technology budget to local education foundations to community-minded service organizations looking to fund worthwhile causes.

In West Des Moines, Iowa, Brian Rhoads lobbied his administration for funding available through the district’s curriculum budget. He made his case by comparing the heart rate monitors to textbooks and providing the administration with every piece of relevant data on the benefits the heart rate monitors would provide his students, including data on how healthy students are more likely to find academic success.

“We have to get that in front of everyone. The community needs to know what’s going on in the program. If you don’t share the information [and the data], they won’t know,” Rhoads said.

Leaving no stone unturned

Newton, Kansas, teacher Mario Nava hosted community events at both of the elementary schools where he teaches, applied for several grants and even hosted a garage sale to raise enough money to fund his purchase. The effort paid off: Nava raised enough to put adidas Zone monitors on his students at both Sunset and Northridge elementary schools as early as next month.

“They can see how active they were,” Nava said. “It is a learning tool for students to see how important it is to stay healthy and maintain an active lifestyle — not just while you are young but as you get older.”

For the full story, visit:
www.ihtusa.com/Title IV

“**We must continue to create awareness of what we are doing to benefit students academically, socially and emotionally, and the like.**”



IHT's adidas Zone, Assessment Measures Platforms at a glance

Custom IHT Spirit Packages

PERSONAL PACKAGE | \$169

- 1 adidas ZONE for IHT Spirit Monitor
- 1 adidas ZONE USB Charger
- 3-year license for IHT Spirit ZONE Software

STARTER PACKAGE | \$899

- 4 adidas ZONE for IHT Spirit Monitors
- 1 adidas ZONE USB Charger
- 1 IHT Spirit Classroom Reader
- 3-year license for IHT Spirit ZONE Software
- 1-hour "Introduction to IHT Spirit" Webinar

CLASS PACKAGE | \$4,599

- 28 adidas ZONE for IHT Spirit Monitors
- 1 adidas ZONE Charging Case
- 1 IHT Spirit Classroom Reader
- 3-year license for IHT Spirit ZONE Software
- 1-hour "Introduction to IHT Spirit" Webinar

CUSTOM PACKAGE

For more information, email us at spirit@ihtusa.com

Invest in your students' future today.

Customize Your Own Spirit Package.



IHT Spirit Software License Options

SPIRIT ZONE SOFTWARE | \$300/year*

SPIRIT CUSTOMIZED ASSESSMENT MEASURES | \$300/year

SPIRIT PYFP/FITNESSGRAM® DATA COLLECTION | \$149/year

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