

Sample Language for Requesting Funds from Local Businesses (See sample letter on next page)

General Statement:

Our school is participating in a healthy lifestyle program called 5210 Goes to School. 5210 Goes to School promotes the following message:

- 5** or more fruits & vegetables
- 2** hours or less recreational screen time*
- 1** hour or more of physical activity
- 0** sugary drinks, more water & low fat milk

*Keep TV/Computer out of the bedroom. No screen time under the age of 2.

Through this program, our program is working hard to create environments, policies and practices that promote and support healthy lifestyles.

Request for Support:

I am writing to request your support in our efforts. While 5210 Goes to School can be implemented at no cost, additional funding allows for enhanced implementation of the program. With additional funding, we could contribute to sustainable change in our school environment by _____. The total cost is estimated at: \$ _____. A donation of any amount is greatly appreciated.

Conclusion:

Engaging community leaders is one of our goals as a part of the 5210 Goes to School program. Support from local businesses will enhance our community as a whole. Thank you for considering our request and please contact me at: _____ with any questions.

Examples to fill in the blank with:

...purchasing physical activity equipment that would be used as a reward for good behavior.

...being able to provide fresh fruits and vegetables as a school-wide snack once a month.

...supporting a staff wellness development program to all our faculty and staff.

...improving the school cafeteria environment by purchasing salad bars, new equipment, etc.

...purchasing pedometers for the 5th grade walking program.

Keys to a successful letter:

- Be specific! Determine what you would like funds for and ask for it specifically.
- Consider listing a specific amount.
- Consider asking for product as opposed to money. Food stores may rather donate healthy snacks instead of money.

Sample Letter to Businesses

Date:

Dear Business XXX:

Our program is participating in a healthy lifestyle program called 5210 Goes to School. 5210 Goes to School promotes the following message:

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Through this program, we are working hard to create environments, policies, and practices that promote and support healthy lifestyles.

I am writing to request your support in our efforts. While 5210 Goes to School can be implemented at no cost, additional funding allows for enhanced implementation of the program. With additional funding, we could contribute to sustainable change in the school environment by purchasing physical activity equipment that would be used as a reward for good behavior. The total cost is estimated at \$X00. A donation of any amount is greatly appreciated.

Engaging community leaders is one of our goals as part of the 5210 Goes to School program. Support from local businesses will enhance our community as a whole. Thank you for considering our request and please contact me at (207) 123-4567 with any questions.

Sincerely,

Please Note: A modifiable version of this letter can be found in the online toolkit on our website.

