

Track Committee Project

Project Goal: To install the best quality track at Terra Linda Elementary School within a \$100,000 budget. Fundraising will be complete by May 1, 2016. Track to be installed before 2016-2017 school year begins.

Purpose:

Childhood Obesity Epidemic - Study after study show that the amount of time that children spend participating in physical activities at school is critical to their physical, academic, mental, and emotional success.

Academic Benefits: Physical activity breaks during actual class time has been positively linked to academic achievement, behaviors, and cognitive skills, such as concentration, memory, self-esteem, and verbal skills.

This track will allow teachers to implement breaks such as, "Snack and Track" where kids can just get outside to exercise, eat their snack, and return to the classroom where they can be more productive. Furthermore, House Bill 3141 requires all schools to increase supervised physical activity to 150 minutes a week starting in the 2017-18 school year. This is over twice the amount of PE time the students at Terra Linda are getting now. The responsibility to meet these new criteria rests on both the PE teachers and the classroom teachers as well; this track will also provide another venue for physical activity for students. This is why our school has staff support for this project.

We have a diverse student population – Terra Linda's population includes 39% economically disadvantaged students. These students lack opportunity to participate in exercise activities, such as recreational sports, outside of school. Terra Linda is one of the few schools in our area that does not have a track. Additionally, the economic diversity of our community makes it difficult to fundraise the amount necessary to put in a track funded solely by the parents of the school. This is why we have created a comprehensive fundraising strategy that relies on greater community support.

Current Use –A new program at the school, the Running Club, is organized by a dedicated group of parent volunteers. This program was established for the purpose of encouraging physical activity. The club meets twice a week; participation is free, during school hours, and every student is a member. The success of the Running Club has been overwhelming with over 75% participation, 798 miles run in September and October alone, and five students having already completed a half marathon. Unfortunately, the Running Club is unable to take place when the field is wet.

There has been a surge in the excitement over running and physical activity in general among the students at our school because of the Running Club and the Jogathon. With a track, we will increase the excitement of physical activity, while guaranteeing more engaged successful and healthy students.

Increase value to the community - In addition, this track will be a boon to the health of our community who will also have access to the track promoting a healthy lifestyle, providing access to a safe environment for exercise, building community, and showcasing the joy that comes from running. This is especially important to the neighborhood adjacent to the school where there are no sidewalks.

Fundraising Plan:

1. Grants
 - a. \$20,000 Nike Grant
 - b. \$10,000 Trailblazers Grant
2. Community Support
 - a. Seeking anchor donors
 - b. Sponsorship Program
 - c. GoFundMe
 - d. \$25,000 minimum goal by April 1
3. Auction
 - a. April 2
 - b. \$30,000
4. Anonymous donation
 - a. \$25,000