

The 2009/2010 Imagine International Academy of Smyrna PTA Board struggled with innovative ideas to promote health and exercise. The board also wanted to steer away from direct sell fundraisers. No more Sally Foster no more please!! A Fun Run everyone said, but what do we do and how? We consulted a fundraising company that organizes fundraising events. The company told us they were booked for the next two school years and we did not have the minimum amount of students anyway. WOW! Nevertheless, we went forward with our plan and we did not have to give fifty percent of our profit to the fundraising company.

IIAS is a fairly new school just moving into our permanent location. Principle Clarke needed the financial support of the PTA to invest in a reading program and the PE program lacks equipment. Our theme Promoting Healthy Minds and Bodies was suitable since the funds raised would support these two needs. Our goal was to raise \$4000 to be divided between both programs. We achieved that goal by raising \$4500.

Achieving our financial goal was only one aspect of the event. We set out to educate our students on the importance of how a healthy diet and exercise can contribute to the development of a healthy mind. This was achieved with a month of preparation and education by our PE staff. During this time students collected donations and lap pledges, practiced running laps and received educational tips on healthy habits. We also encouraged parent participation to run laps with their students and volunteer on the day of the event.

The response was remarkable. More than half of the parents from K – 4th grade came out to give their support. We had over twenty fiscal volunteers and cases of water donated from others. To have so many parents come out during work hours was definitely the highlight of the event.

To say the least the event was a success. The students, staff and parents had a great time. After each group of students finished their laps they were awarded a healthy snack of water and a bag of popcorn. The students were also presented with certificates of achievement indicating the number of they completed. The raised funds allowed the PE department to purchase over \$2000 of equipment and allowed the school to make additional payments to for the reading program. Our organizers for the event learned a lot and took note to make our new annual event a greater success next year.

Number of Volunteers per assignment

1- Create and print certificates	3- script students names and laps
1 – Create and print pin tags	5 – count laps from 8:30AM – 11AM
4- Morning setup 4- Clean up	5 – count laps from 1PM – 2PM

If IAS is awarded the \$1000 grant for Promoting Healthy Habits and Hearts, our PE and reading program would benefit from splitting the additional funds.