



HEART ZONES' FUNDING GUIDE FOR PE TEACHERS

Use this guide to identify, pursue, and secure funding with for Heart Zones Move Group Heart Rate & Activity Tracking Solution. To make your proposal standout, position Heart Zones as a:

1

INSTRUCTIONAL TOOL

2

STUDENT WELLNESS INVESTMENT

3

EMOTIONAL REGULATION TOOL (SEL)

Funding is a critical barrier for many PE teachers, as school budgets often prioritize core academics over equipment like heart rate monitors.

However, securing external support can make these systems accessible, enhancing equity in education and student outcomes. Schools across the country successfully fund wellness, fitness, and technology programs every year by leveraging a mix of school-based funding, community partnerships, healthcare support, grants, and local sponsorships.

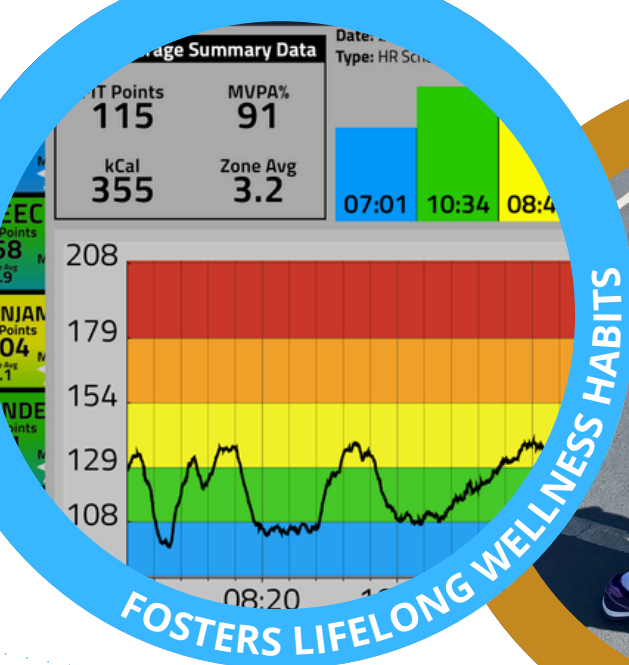
This guide helps the funding process, offering step-by-step strategies to identify sources and helps prepare requests.

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BUILDING YOUR FUNDING CASE WITH HEART ZONES:

KEY BENEFITS & DATA POINTS



OBJECTIVE FITNESS DATA
Provides accurate heart rate zones for personalized goals, supporting data-driven PE curricula



INDIVIDUALIZED INSTRUCTION
Allows teachers to adapt activities for diverse abilities, promoting inclusivity



EQUITABILITY
Ensures all students, regardless of background, access tools for better health, addressing disparities in fitness levels

MORE ABOUT BENEFITS & FUNDING



HEART ZONES CAN SUPPORT TEACHERS BY PROVIDING:

1. Program descriptions
2. Impact statements
3. Proposal language
4. Funding request templates
5. Health and wellness alignment language
6. Grant support materials
7. Sample successful grants

Heart Zones Move is an innovative educational tool that empowers physical education (PE) teachers to track students' heart rates and activity in real-time during activities. This solution includes wearable monitors and software that provide data-driven insights into cardiovascular health, fitness levels, and engagement, helping teachers tailor instruction to individual needs.

A strong case for Heart Zones highlights measurable benefits tied to **student health, education standards, and long-term value**. Customize this narrative for each funding source, using evidence like studies from SHAPE America showing that heart rate monitoring improves fitness awareness and reduces obesity risks.



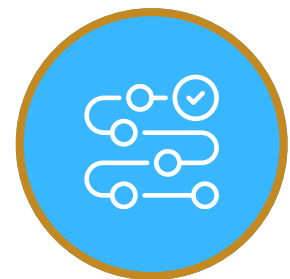
STUDENT HEALTH

Real-time feedback gamifies exercise, increasing participation by **up to 20%** with Heart Zones.



EDUCATION STANDARDS

Heart Zones meets national standards like those from **CDC** and **SHAPE America**, linking to broader wellness initiatives.



LONG-TERM VALUE

Durable equipment reduces future expenses; heart rate data can inform **school-wide** health programs.

EARLY DETECTION OF ABNORMALITIES...

While heart rate monitors are not medical diagnostic tools, they act as an essential "first-alert" system. In a classroom setting, the Heart Zones technology can provide an early warning system for irregularities that have gone undetected to date.

" I have been very fortunate and I have caught about 6 students who had some sort of heart defect and we were able to help them to get the medical help needed. There are three students from previous years that had hypertrophic cardiomyopathy which was pretty scary at the time abut now I'm just very happy we were able to catch it and help find the issue. "

~ Rick Wank, PE Teacher at Milford High School in Michigan

1 IN 100 STUDENTS

Studies show that in approximately 1 out of every 100 students have some type of hidden heart defect

SUDDEN CARDIAC ARREST

2,000 young, seemingly healthy people under age 25 in the United States die each year of sudden cardiac arrest

1 IN 25 US SCHOOLS

Approximately 1 in 25 U.S. schools can expect to have a student sudden cardiac arrest event each year

The **Heart Zones Funding** page is a strong resource for teachers because it consolidates many practical ways to find and secure money for classroom technology and programs, especially for PE initiatives that often aren't covered by school budgets.

It points educators to actual funding sources like grants, hospital foundation support, and a dedicated fundraising platform (**WellPledge**) with tools and guides to help plan, apply, and successfully raise money.

The site also offers step-by-step help with grant applications, sample materials to support applications or donor outreach, and real examples of teachers who've successfully funded equipment and technology in their schools, making it easier for others to follow those paths.

1. SCHOOL-BASED FUNDING SOURCES

From our collective experience here at Heart Zones, we have compiled a list of the top 6 sources for funding wearable technology for your school. A popular path that PE teachers take is school-based funding.

PTA / PTO (Parent Teacher Association / Organization)

PTAs and PTOs are one of the most effective and fastest ways to fund Heart Zones.

How to approach them:

- Request to be placed on the agenda for a PTA/PTO meeting.
- Present Heart Zones as a program that:
 - Improves student engagement
 - Promotes heart health and lifelong fitness
 - Provides measurable wellness data
 - Supports whole-child education

What to say:

- Explain how Heart Zones supports physical health, emotional regulation, and student motivation.
- Share how the solution benefits every student, not just PE classes.
- Ask for full funding or partial funding support.
- Heart Zones can supply a PowerPoint presentation that can be delivered in the meeting.

How to approach them:

- Work with your principal to submit a district funding request.
- Frame Heart Zones as:
 - Instructional technology
 - Health monitoring system
 - Wellness intervention tool

School Administration (Principal / Assistant Principal)

How to approach them:

- Request a short meeting.
- Align Heart Zones with school goals:
 - Student wellness
 - Attendance
 - Behavior improvement
 - Social-emotional learning
 - Academic performance

What to emphasize:

- Data-driven instruction
- Objective measurement of physical activity
- School-wide wellness benefits
- Cross-curricular integration

School District Funding

Possible Funding Sources:

- Wellness budgets
- Curriculum budgets
- Technology funds
- ESSA, Title I, Title II, and Title IV funding
- District innovation grants



2. HEALTHCARE & MEDICAL COMMUNITY PARTNERSHIPS

Hospitals and healthcare organizations actively invest in community wellness programs.

Local Hospitals & Healthcare Systems

Why they fund programs like Heart Zones:

- Community benefit requirements
- Preventative health initiatives
- Youth obesity prevention
- Cardiac health education
- Public health outreach

How to contact them:

- Call the hospital's community outreach, community relations, or foundation office.
- Ask for the person responsible for community grants or school partnerships.
- [Click here](#) to see how Grand Avenue Elementary School in Sauk Prairie, Wisconsin did it.

What to say:

- Explain Heart Zones as a heart-health and prevention-based program.
- Emphasize long-term health outcomes for children.
- Request sponsorship, grant funding, or partnership funding.

3. EDUCATION FOUNDATIONS & COMMUNITY FOUNDATIONS

Many districts have education foundations dedicated to funding classroom and school innovation. Additionally, community foundations often fund youth development and wellness initiatives.

Local Education Foundations

How to approach them:

- Visit their website and look for "grants," "mini-grants," or "educator funding."
- Apply for funding using a wellness and student health focus.

Positioning:

- Innovative PE instruction
- Data-driven fitness education
- Student engagement technology

Community Foundations

How to approach them:

- Visit their website and look for "grants," "mini-grants," or "educator funding."
- Apply for funding using a wellness and student health focus.

4. LOCAL BUSINESS & CORPORATE SPONSORSHIPS

Local Businesses

Who to contact:

- Banks
- Fitness centers
- Health clubs
- Pediatric clinics
- Physical therapy offices
- Chiropractors
- Pharmacies

How to approach them:

- Request sponsorship for student wellness programs.
- Offer recognition opportunities:
 - Logo on school communications
 - Thank-you signage
 - Community acknowledgment

Corporate Giving Programs

Examples:

- Walmart Community Grants
- Local manufacturing companies
- Regional corporate headquarters

How to approach them:

- Visit corporate websites and search "community grants" or "corporate giving."
- Submit proposals focused on youth health and education.

5. GRANTS & EXTERNAL FUNDING

Physical Education & Wellness Grants

Sources Include:

- Education foundations
- Health foundations
- Nonprofit grant programs
- National PE organizations
- Community wellness initiatives

How to apply:

- Position Heart Zones as:
 - Wellness technology
 - Instructional innovation
 - Preventative health program
 - Student engagement system

Grant Resource List: [Click here](#) for a list of Fundraising & Grant opportunities

6. FUNDRAISING & HYBRID FUNDING MODELS

Schools often use blended funding models:

- PTA partial funding + hospital sponsorship
- District support + foundation grant
- Local business sponsorship + school fundraising

Example:

- Fun runs, jogathons, pickleball-athons, jumprope-athons
- School wellness nights
- Family fitness events like Show Me F.I.T.T
- Community health fairs

Which source(s) do you think will work well for your school?



The PE class at Frontier Middle School in Kansas City, Missouri bought their Heart Zones technology using fundraising, district support, & grants!

OK, NOW LET'S GET STARTED!

Step-by-Step Funding Strategy

1. Start with PTA/PTO
2. Meet with school administration
3. Engage district leadership
4. Contact local hospitals
5. Apply for grants using AI
6. Approach local businesses
7. Combine multiple funding sources

Messaging Framework for Teachers

Don't forget, when requesting funding, teachers should consistently use these themes:

- Student health
- Heart health education
- Long-term wellness habits
- Data-driven instruction
- Student engagement
- Whole-child development
- Preventative healthcare
- Community impact