

The PEP Rally

Savvy ways to win a PEP Grant to fund new student-athlete programs

Do you have enough money allotted for fitness activities at your school? Not likely: it's just a fact of life that there will always be greater need for worthy programs than there will be financial resources to help create them. But in your efforts to find the funding for fitness programs that produce champions, as well as fit and healthy students, keep the federal PEP grant in mind.

What is the PEP Grant?


The PEP grant, technically known as the Carol M. White Physical Education Program, began in 2000. Annual funding for the PEP program varies. Funding for 2000 was a mere \$5 million. That amount increased substantially in 2001 to \$50 million, to \$59 million for 2002, and to \$60 million for 2003. For 2004, the funding was \$69,587,000. The PEP grant has been approved by the federal government for another three years, and if 2005 is funded as in past years, the amount available may be even greater than 2004's generous allo-

cation. That's a big chunk of change, and a portion of it awarded to your school or group could go a long way towards providing the programs and/or equipment needed to meet its fitness objectives.

The PEP grant is a competitive grants program that provides funds to local educational agencies and community-based organizations for the purpose of initiating, expanding and improving physical education programs (including qualifying after-school programs) for children in grades kindergarten through 12. The funding is intended to provide equipment and support, thereby enabling students to participate actively in physical education activities. It is further intended to provide funding for staff and teacher training and education.

The estimated number of awards for 2004 was 230. These range from \$100,000 to \$500,000 dollars, with an average award of \$300,000.

PEP funding may not exceed ninety percent of the total cost of a qualified program for its first year of funding and may not exceed seventy-five percent of such costs for



the second and any subsequent years. These funds are available strictly for supplementing any other available funds from federal, state or local sources for physical education programs.

The PEP grant was implemented due to the growing concern about the physical condition of America's youth. The number of Americans suffering from obesity has almost tripled in the last 30 years, and the problem is most pronounced in the young. Additionally, health problems such as diabetes, pre-diabetic conditions and high blood pressure are prevalent in our children.

The PEP was designed to specifically address the increasing concerns about health risks leading to premature mortality. The grant funds programs that encourage moderate levels of regular physical activity, which has been shown to greatly alleviate such risks as coronary heart disease, hypertension, colon cancer and diabetes, as well as to improve the health of muscles, bones and joints. Further, the program was created to address the need to improve children's self-esteem, academic performance and overall mental health through physical fitness and to improve health awareness, thereby reducing the likelihood that students will become drug users, alcohol abusers or regular smokers.

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What Qualifies for PEP Funding?

The PEP grant is administered by the Department of Education through the Office of Safe and Drug-Free Schools. In its official notice inviting applications for awards for 2004 in the Federal Register, the Department states that the purpose of the funding is to:

Initiate, expand, or improve physical education programs, including after school programs, for students in one or more grades from kindergarten through 12th grade, in order to help students make progress toward meeting State

standards for physical education

This purpose is very broad, so the notice also includes a statement from the Department providing clarification of the purpose. This clarification notes that PEP funding is available for a wide variety of fitness and health programs. For example, programs that can be shown to assist students in understanding, maintaining or improving their physical well-being fall within the stated purpose. This could be interpreted broadly to include many non-traditional fitness approaches such as yoga, meditation or wall climbing.

Any instruction regarding improving motor skills and physical activities that can enhance the "physical, mental, and social or emotional development of every student" fulfills this purpose. Any

instruction in the cognitive concepts relating to motor skills and physical fitness is covered. Under this category could be classes designed to teach the benefits of strength training on fitness levels or classes instructing students on the benefits of measuring bodyfat levels and muscular fitness, as opposed to measuring just heart rates.

Additionally, this grant addresses the social benefits of fitness and encourages programs that provide opportunities for students to develop positive social and cooperative skills by participating in fitness activities. Accordingly, groups interested

in applying for the PEP grant should consider submitting a proposal for any fitness program that emphasizes sharing and the development of group objectives. Nutrition programs and instruction on general healthful eating habits also qualify. How about implementing a thorough program on the dangers of junk foods, too much sugar and "bad fats"?

In addition to these programs, training for physical education teachers can be funded by the PEP grant. It also covers any training that helps teachers stay abreast of the latest research, issues and trends in the field of physical education.

Note that strictly extracurricular programs will not qualify for funding. These would include team sports and Reserve Officers' Training Corps (ROTC) programs.

On February 12, 2004, Tim McCord (center), a PEP Grant recipient, was invited to speak before the House Subcommittee on Education Reform. The topic: “Encouraging Healthy Choices for Healthy Children.”



In addition to covering fitness programs and training/educational programs, PEP funds may be used to purchase equipment designed for use in such programs or for staff training for physical fitness programs. Such equipment will not include permanent structures such as gyms, running tracks, tennis courts, volleyball courts, basketball courts, gyms or swimming pools, but may include climbing walls, skates, treadmills, stair-climber machines and other devices used to increase and/or measure fitness levels. The program guidelines describe qualifying equipment as “any kind of durable good that might be used to support a physical education program.”

Who May Qualify for Funding?

PEP grant funding is not limited strictly to public educational groups. While all local educational agencies (LEAs), private or public, are eligible, community-based and faith-based organizations such as Boys’ and Girls’ Clubs, the Boy Scouts and Girl Scouts and the YMCA and YWCA can also qualify. These groups may include home-schooled students, their parents and their teachers. All private groups must, however, meet all other statutory and regulatory requirements for general governmental funding eligibility. Individual schools may not apply, as such applications must be made through the LEAs.

Generally, new or “novice” applications receive a degree of priority in the consideration process. The maximum award for which a novice may apply is \$150,000. Those requesting an award exceeding this amount will be considered in the general pool of applicants without the novice priority attached.

How Do I Apply for PEP Grant Funding for My Program?

Applications for the 2005 PEP grant awards should be available from the Department of Education in January 2005. The total amount being requested by Congress at this time for the program is \$100 million. You may obtain an application via the Internet at www.edpubs.org/webstore/content/search.asp or by telephoning the Department of Education Publications Center at 1-877-433-7827. You may also write the Department to request an application at Education Publications Center, P.O. Box 1398, Jessup, MD 20794-1398. It is critical when requesting the application to refer to its CFDA number, which is 84.215F.

The Department of Education has initiated an online application submission program that is still in the experimental stage. You may volunteer for electronic submission of your application. But keep in mind that this submission will follow all the same page-limit, deadline and information restrictions and requirements of the paper application process. If you wish to submit your application electronically, go to <http://e-grants.ed.gov>. Of course, keep a backup of your submission information and be prepared for the possibility of computer connection problems and the loss of data. Assure that you receive confirmation of receipt of your application and follow the post-submission, follow up requirements described in the electronic application.

This year, the applications were available on February 4th, and the applications were due on March 22, 2004. Be prepared for such a brief window of time for application submissions this year and draft your application in advance. There will be no exceptions for tardy submissions made after the deadline.

Your application must contain a clear description of your plan to “initiate, expand, or improve physical education programs in order to make progress toward meeting State standards for physical education” (Federal Register: February 4, 2004, Volume 69, Number 23). Your

plan must demonstrate that administrative expenses will not exceed five percent of the total program cost. If such costs do exceed this limit, your program will not qualify for funding.

If your proposal is accepted for funding, you will receive a Grant Award Notice. Likewise, you will receive notification if your proposal is not chosen for funding.

The Matching Requirement

The matching requirement for first-time grantees states that the federal grant portion allowed for a program for such grantees “may not exceed 90 percent of the total cost of a project.” Thus, the applicant’s share of the total project cost must be demonstrated in the application to be ten percent of the total final submitted costs. This matching requirement need not be met by cash. Any non-federal resources, including donated staff time or salary for the project director to perform administrative oversight of the project will suffice. The cost to hire substitute teachers to replace teachers being trained for the program will also count towards meeting the matching-funds requirement.

What Happens After I Get a PEP Grant?

You must be prepared to submit annual reports. These requirements are set forth in the 2004 funding guidelines (34 CFR 75.590). Such reporting must evaluate various aspects of the program as follows:



Key speakers at the House Subcommittee on Education Reform this year included Anne Flannery, president of PE4Life; Dr. Judy Young, AAHPERD; Dr. Kenneth Cooper, Cooper Institute; Congressman Tom Osborn (Nebraska); and Tim McCord.

- The progress in meeting the objective set forth in the approved application
- The effectiveness of your project in meeting the program goals
- The effect of the project on the program’s participants

These redundant and somewhat confusing requirements should be addressed in your initial proposal. Carefully consider how you will meet your stated objective and set forth a plan for evaluating and quantifying your progress towards those objectives. Consider which system or tools you will need for such an assessment. Evaluate if these tools are the appropriate method for measuring progress towards fulfilling your particular goal. As an example, many fitness programs implement heart rate monitors for assessing overall fitness improvement although such monitors merely assess heart rate and not blood pressure, endurance, oxygen metabolism, strength, muscle efficiency, coordination, bodyfat levels or a host of other more critical fitness markers. (BFS will be addressing these issues in upcoming magazine issues and on its website. Stay tuned.) You may stand out from the pool of standard heart-rate program applications if your program encompasses a well-thought-out objectives-assessment strategy based on a comprehensive consideration of the most valuable markers for overall fitness.

Tim McCord’s Story

Tim McCord is the Physical Fitness Director of Titusville Area School District in Titusville, Pennsylvania. Due to his efforts, the Titusville School District was awarded a PEP grant in 2003 of



The Titusville Area School District received a \$341,814 PEP Grant to purchase exercise equipment.

\$341,814. This award was one of 256 awards out of 1,365 applications. McCord proposed a program to use these funds to enhance the “adventure education” aspect of the Titusville physical education program by building climbing walls for the elementary, middle and secondary school districts, and to pay for staff triaging. McCord has reaped huge rewards for his students by devising an original and effective program to improve fitness in the Titusville students, all due to his efforts in composing a complete and informative application.

Please see our website at <http://www.bigger-fasterstronger.com> for application samples and for more tips on how to prepare your application. Additionally, contact BFS directly at 1-800-628-9773 if we can assist you with your PEP grant application.

There is always a chance that PEP funding

could be discontinued in the future, but given the severity of the health problems the program was created to address, we feel reasonably confident that the program will be renewed for many years to come. Of course, in the event that the government discontinues the PEP grant program, BFS will keep you informed of the latest developments and alternative funding sources. **BFS**

For specific questions concerning the PEP grant, you may contact Ms. Pat Rattler of the U.S. Department of Education by telephone at 202-260-1942 or by e-mail at Pat.Rattler@ed.gov or by mail addressed to Ms. Pat Rattler at 400 Maryland Avenue, S.W., Room 3E-326, Washington, DC 20202-6450.

THE BFS SET-REP SYSTEM

Break 8 Personal Records



‘C’mon, one more rep.’The last set allows you to break as many records as possible.



There are 75 records up for grabs. All you have to do is break 8 or more per week. Piece of cake!



‘Coach, I broke five records today!’



The BFS Set-Rep System is better than any other weight program period. We have seen the dramatic results of this program for over 20 years!

BFS can absolutely guarantee you that your athletes will never experience a plateau again. The system is easy to do, is so versatile it can work in any situation and is unbelievably motivating. Imagine. Your athletes - high school or college - will break 8 or more personal records every week, year round.

Athletes will run up to you and say, “Coach, I just broke five records today.” You can use the Record Card, Set-Rep Log and can even do it on your computer. We also have a Readiness Program for junior high athletes or your beginning lifters.

Amazingly, the BFS guarantee even holds up during the season. The BFS Set-Rep System is the single greatest thing you can do in developing winning attitudes. Don’t wait. Call now. Our BFS Coaches are just anxious to help you.

**The Weightlifting Program
That Has Produced
Hundreds Of State
Champions Nationwide!**

26

BIGGER FASTER STRONGER

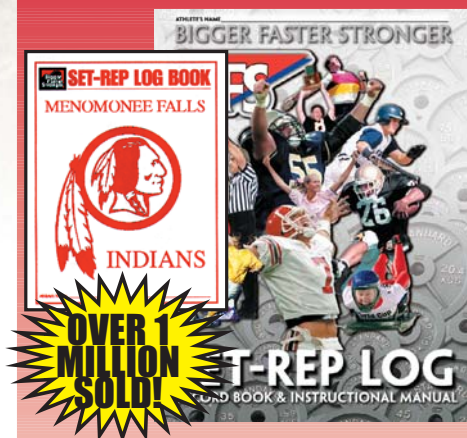
Dr. Greg Shepard - BFS President

THE BFS SET-REP SYSTEM

per week, 400+ per year!

3 Options To Record Progress

Set Rep Log

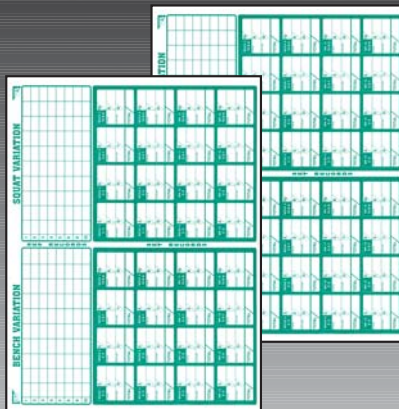


- Lasts 1 year
- Technique and instruction
- Record sets, reps, times, broken records & more
- Custom logbooks \$3.50 each (100 min.)

Set Rep Log
25 or more price

\$2.25
#325060

Record Card



- Keeps 16 weeks of records
- Black, Blue, Green or Red
- Other colors available for only \$1.00 each (100 min.)
- Printed on sturdy card stock

Record Cards (100 pack)

\$79
#325061

Computer



- Prints full workouts with poundages included
- Automatically increases poundages as time goes on
- Simplifies the entire BFS Set-Rep System

Beat the Computer PRO

\$299
#325091

1:\$4.00 • 2-9:\$3.00 ea • 10-25:\$2.50 ea

The BFS SETS & REPS VIDEO

- See how to record lifts correctly and track progress
- Watch how to break 8 or more records every week!
- 63 minutes of instruction on sets & reps



VHS or DVD \$29
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Readiness Program for Jr. High & Beginning Athletes

The BFS Readiness Program was designed by BFS for the Jr. High School Athlete. The emphasis is placed on the technique of each lift. When the following records are broken: Squat 145 lbs. 2 x 10, Bench 105 lbs. 2 x 10, Clean 105 lbs. 2 x 5, the athlete graduates on to the BFS Set-Rep System. An excellent way to start out lifting the right way!

READINESS LOGBOOK

PRICES ARE THE SAME AS THE SET-REP LOGBOOK ABOVE 325050

READINESS CARDS

(50 cards min. order) **\$25.00** 325062

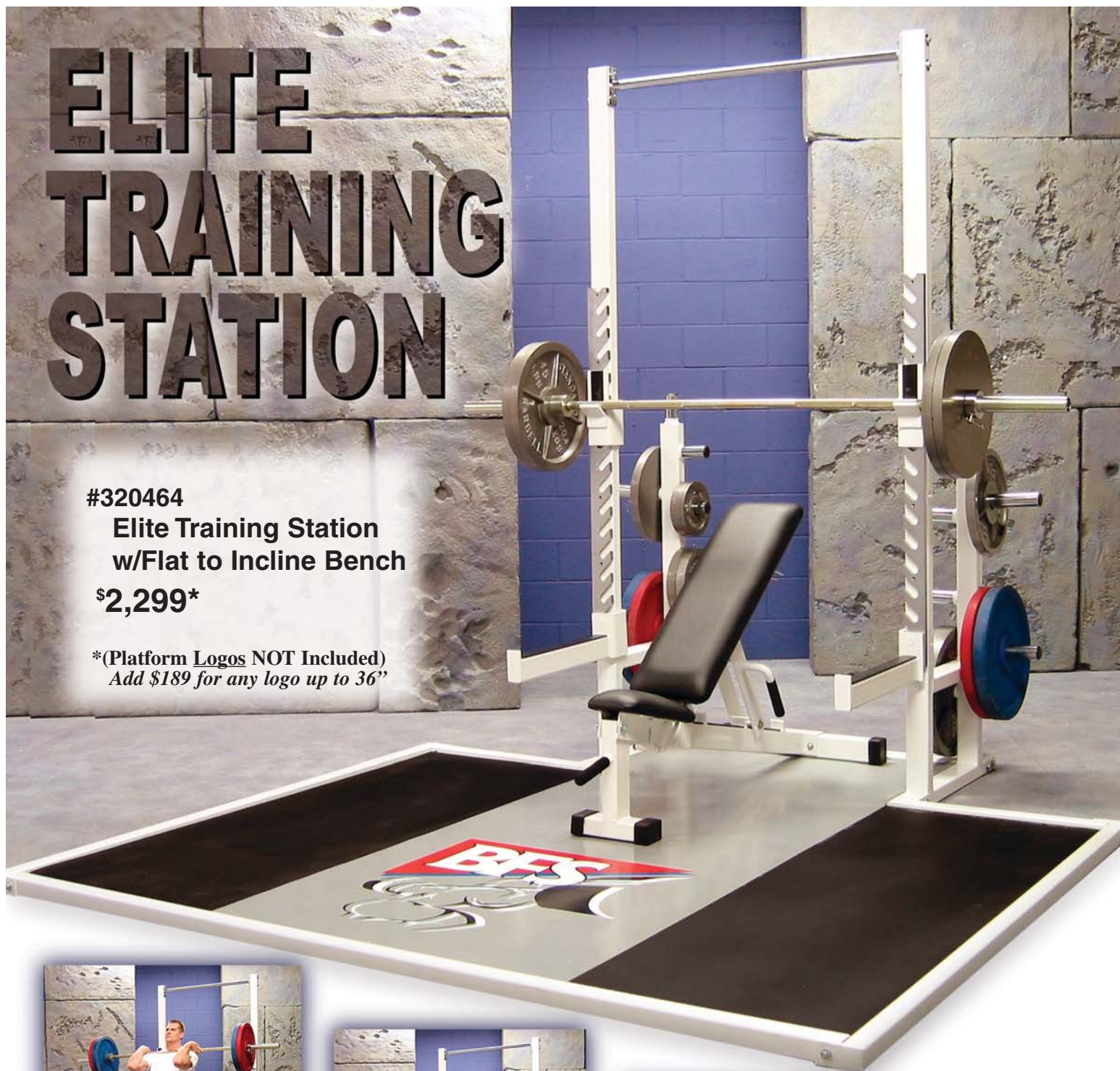
ELITE TRAINING STATION

#320464

Elite Training Station
w/Flat to Incline Bench

\$2,299*

*(Platform Logos NOT Included)
Add \$189 for any logo up to 36"



L-96" W-110" H-96"

6'x8' Platform

2" x 3"
11-gauge steel

Solid steel laser-
cut adjustments

White or black
paint options

12 chromed
plate pins



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