

# This Is the Year

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More than 40 years ago, AAHPERD — now SHAPE America — collaborated with state affiliates and the American Heart Association to create the Jump Rope For Heart™ program. Over the years, Jump Rope For Heart grew and became a welcomed tradition for physical education programs across the country.

But needs change over the span of four decades, especially under the nearly two decades of high-stakes accountability required by *No Child Left Behind* — which “left behind” health education and physical education in many ways.

Thus, in 2018 the SHAPE America Board of Directors boldly stood with the 51 state associations and decided it was time for change — change that would consider the needs of the local health and physical education teacher first and foremost.

Today’s health and physical educators frequently pay out of pocket to attend

professional development events or purchase classroom resources. Finding additional funding to lessen that financial burden and improve HPE programs is critical.

## BENEFITS FOR SCHOOLS AND STUDENTS

As president of SHAPE America, I firmly and unapologetically believe that any fundraising program your school considers should always reward the school the most. I am proud that SHAPE America’s new health. moves. minds.™ program guarantees that local schools can receive at least 50% of the funds raised, with additional incentives possible from the state association and/or our partnership with Gopher Sport.

But the health. moves. minds. program is more than just fundraising. It’s a service-learning program with a much-needed curricular approach that emphasizes and prioritizes the needs of

the whole child. The impact and success from the 20 schools who piloted the program is clear: This program makes a difference in the lives of students today!

As pilot school teacher Bill Casey said at the 2019 SHAPE America National Convention & Expo in Tampa: “It’s about building better humans!”

## REDEFINING OUR COMMUNITY

This bold change and the launch of a new fundraising platform does not come without sacrifice from a lot of people during this time of transition. I applaud our SHAPE America staff members and the leadership of our five SHAPE America districts for continuing to give of their time and talents during a period of fewer financial resources. Years from now, 2019 will always be remembered because it’s the year we are “*Redefining Our Community.*”



It’s about building better humans!

I am honored and humbled to be a part of the health. moves. minds. program. It is the right program at the right time — and I cannot wait to hear from you about the impact it has on your school and community. While there are many educational fundraising programs for you to consider, this is the year to try the only one that supports your local school the most, while also giving back to your state and national professional association. I hope you’ll [sign up for the health. moves. minds. program today!](#)



Bill Casey shares the importance of health. moves. minds.™ at the SHAPE America National Convention & Expo in Tampa.