Grow Kindness. Grow Community. Grow Impact.

Put student well-being at the heart of your school's fundraising.

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Across the country, school administrators and educators continue to navigate uncertainty around funding. Recent delays in federal education dollars and new restrictions on their use have made it even harder for schools to access the resources they need to support critical initiatives — from professional development and mental health programming to physical education, after-school programs and student wellness.

In times like these, programs like health. moves. minds.®, powered by Booster, offer a lifeline. This school-based fundraiser not only helps schools raise unrestricted funds — which they can use however they choose — but also empowers students through physical activity, teamwork and social and emotional learning.

For the 2025-2026 school year, health. moves. minds. introduces a fresh theme, powerful resources and real rewards designed to uplift students, support educators and strengthen school communities.

FLEX THOSE KINDNESS MUSCLES

This year's theme, Strength in Kindness, helps students explore how small acts of kindness can grow stronger through practice — just like muscles. During PE classes, students will build character skills like empathy, belonging and cooperation — and then reinforce those skills through movement and teamwork-based activities.

Students will learn how to be kind in easy moments, like greeting classmates in the hallway, and in harder moments, like working through a disagreement or group challenge. The result? A school environment where all students feel seen, valued and connected.

Participating schools will receive six fun, themed videos, along with access to the complete library of health. moves. minds. lessons, activities, mini-posters and ready-to-use resources — all designed to integrate seamlessly into PE, health education or classroom time with minimal prep.

FUNDRAISING THAT GIVES BACK — IN MORE WAYS THAN ONE

By leading a health. moves. minds. fundraiser, you'll help your school generate flexible dollars that can support what matters most to your community — whether that's new PE equipment, a playground renovation, field trips or teacher professional development.

There's no upfront cost, and every school keeps at least 50% of what they raise. You'll also receive:

- An extra 5% in Gopher gift cards;
- A $250 bonus match from Booster to use toward your PE program; and
- Ongoing support, tools and planning flexibility.

REAL SCHOOLS. REAL IMPACT.

Last school year, participating schools received an average of $3,600 in cash back, plus more than $500 in Gopher gift cards. Here are a few success stories:

- Greenwood Elementary School (PA) raised $16,602.50 in their first year — earning nearly $8,700 in cash and $1,000+ in gift cards;
- Bell Creek Intermediate (OH) increased their fundraising by 21% over the prior year, bringing in $16,540 and receiving $9,000 in cash and $1,000+ in gift cards for their school;
- Macdonough Elementary School (CT) saw a 68% increase, raising $1,680, with over $900 in cash returned and nearly $325 in Gopher gift cards;
- Ridgeview Elementary (CO), also new to the program, raised $1,545 — receiving $800+ in cash and almost $325 in gift card rewards.

REWARDS THAT MOTIVATE AND SPARK ENGAGEMENT

Beyond the financial impact, health. moves. minds. provides a fun, engaging experience for your school community:

- Schools that raise $5,000+ will receive a Champion School banner to display with pride;
- Fundraising leaders (Team Champions) receive a free one-year SHAPE America Basic Professional Membership when they raise at least $2,000;
- Students stay energized with movement-based prizes and collectibles that promote physical activity and school spirit.

LET'S BUILD STRONGER SCHOOLS — AND STRONGER HEARTS

Whether your school is new to health. moves. minds. or returning for another successful year, this is your opportunity to lead a fundraiser that puts student well-being first — while making a real impact in your school community.

Visit healthmovesminds.org to learn more or sign up today.

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