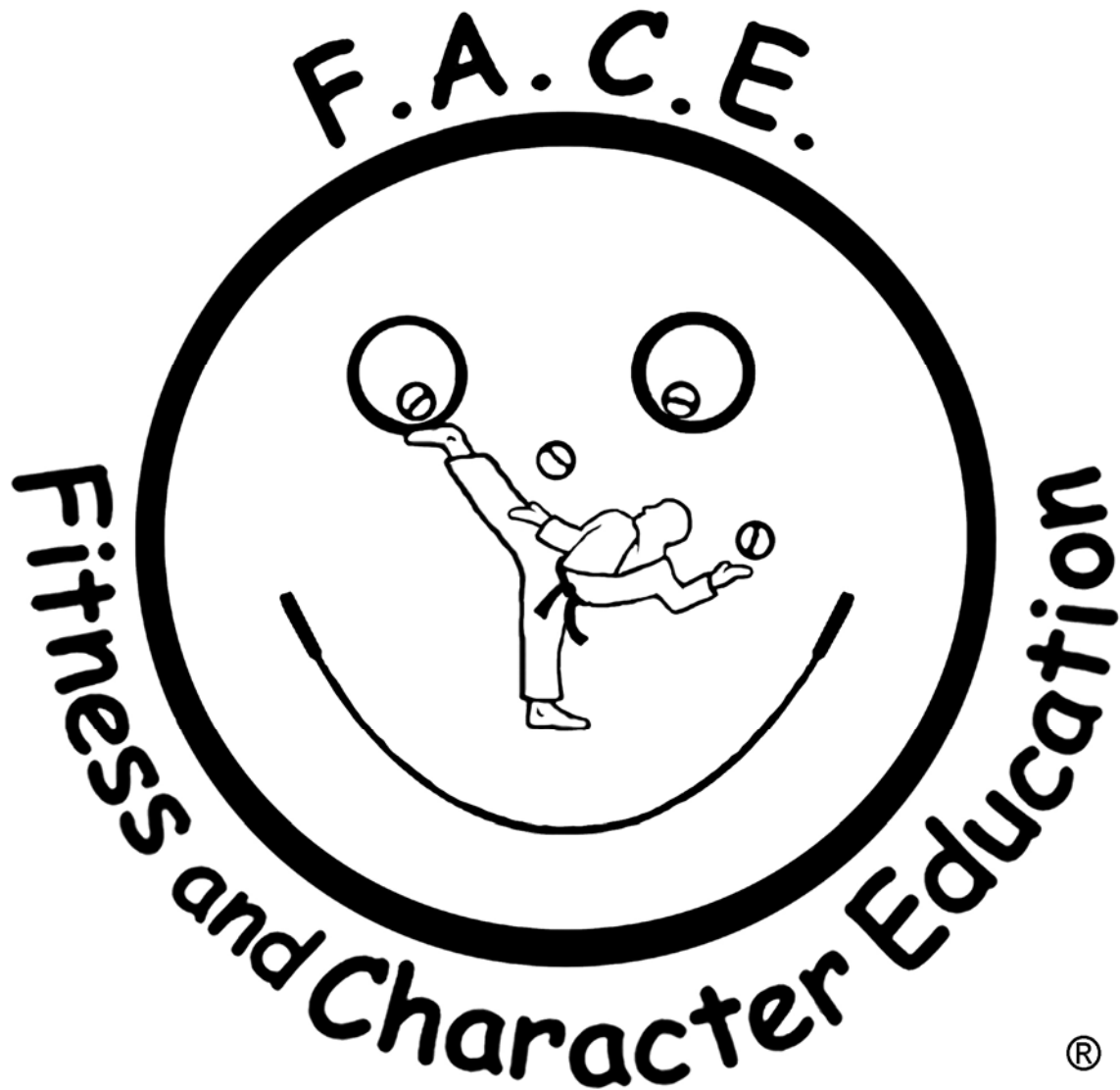


Program Implementation Support



Submitted to: XXXX

Submitted by: Fitness And Character Education, Inc.

November 1, 2010

[Business or Foundation]  
[Contact, Title]

Dear XXXX:

Fitness And Character Education Inc, a Jacksonville, Florida based 501(C)3 nonprofit organization, seeks financial assistance from the [Business or Foundation] to fund its innovative child enrichment program. This request of \$10,000 will fully fund this unique educational approach that includes group sessions for an elementary school student body as well as personalized instruction to 60 of its most at-risk students.

Since its inception in 2003, **F.A.C.E.** has reached more than 12,000 students building self- confidence, nurturing broken spirits, growing moral character and instilling a non-defeatist attitude. In addition to the contribution **F.A.C.E.** makes building a child's self esteem, **F.A.C.E.** also helps combat one the greatest new threats facing our next generation, the alarming rise in childhood obesity.

**F.A.C.E.** achieves holistic personal and academic success by simultaneously:

- Combining exercise and coordination drills with character development training to enhance the ability to learn in and out of the classroom.
- Targeting highly at-risk children selected by their teachers and school administration to receive personalized attention through an intensive eight-week program.
- Utilizing a component program of **F.A.C.E.**, "*Building a Community – One Leader at a Time!*", that reaches all students through an assembly presentation.
- Combining mentoring and positive social learning techniques.
- Building confidence and self-esteem that nurture a students' ability to achieve academically.

Due to its success, news of **F.A.C.E.** has spread by word of mouth and has been implemented in more than 30 local schools and agencies to help at-risk children develop life skills that conventional classroom instruction is not designed to provide.

While many schools choose to bring **F.A.C.E.** back each school year, many cannot due to funding limitations. As the number of children needing positive role models and skills building continues to rise, so do the budget challenges being confronted by our local schools. Finding new sources of funding is critical if **F.A.C.E.** is to be offered in schools of need. Assistance from the [Business or Foundation] will allow **F.A.C.E.** to continue to give children the tools necessary to meet the challenges facing them while providing school administrators with the financial resources they need to implement the program.

**F.A.C.E.** strives to improve the lives of the children through effective and holistic solutions designed to give them the individual tools they need to succeed. As founder of the **F.A.C.E.** program, I am at your disposal to further discuss this request or arrange an opportunity for you to observe the **F.A.C.E.** program in person. **F.A.C.E.** looks forward to [Business or Foundation] becoming an important partner for their future.

Thank you for your attention and thoughtful consideration of this request.

Sincerely,

*Kirk Farber*

Kirk Farber, Executive Director  
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## Executive Summary

**F.A.C.E.** is a cutting edge program developed by Kirk Farber, a 6th degree Black Belt martial artist, seminar speaker, and graduate of the University of Florida. Mr. Farber combines more than 30 years of Martial Arts training, jumping rope, and juggling along with common sense self defense principles resulting in improved agility, coordination, focus, and timing. Farber then incorporates self-esteem building and character education through public speaking on a specific word or theme within every class session. This arrangement allows **F.A.C.E.** not only to compliment any physical education program but also compliment both academic and life skills development.

**F.A.C.E.** is offered as an 8-week course presented to elementary school age children with the intent of making a holistic difference in the child's life. This dynamic program leverages lessons in confidence, growth and positive attitude leaving an imprint that lasts a lifetime. In addition, **F.A.C.E.** includes a strong focus on fitness to help reduce obesity in kids.

While fitness training for young people is important, character building is essential. As an after school enrichment program, **F.A.C.E.** is ideal for elementary schools that work with extended school days or would like to incorporate extended day programming. At-risk students or individuals selected by school administrators are ideal candidates for building self-esteem and turning troubled students into classroom leaders. Through on-going weekly classes children improve both physically and mentally allowing them to more easily learn and retain core curriculum.

**F.A.C.E.** completed numerous programs since 2003 at many elementary and middle schools along with disseminating the messages of leadership, respect, education and more to over 12,000 students in the school General Assemblies.

The following schools have offered **F.A.C.E.** to their students:

- Discovery Montessori School
- Spring Park Elementary School
- Hogan-Spring Glen Elementary School
- Bayview Elementary School
- Cedar Hills Elementary School
- Bolles Elementary School
- Annie R. Morgan Elementary School
- Beaches Episcopal School
- San Pablo Elementary School
- Atlantic Beach Elementary School
- Montessori Tides School
- Oak Hill Elementary School

- Timucuan Elementary School
- Holiday Hill Elementary School
- John Love Elementary School
- Mayport Elementary School
- Mayport Middle School
- Neptune Beach Elementary School
- Rawlings Elementary School
- Joseph Finegan Elementary School
- Abess Park Elementary School
- Windy Hill Elementary School
- Love Grove Elementary School
- Greenfield Elementary School

The proposal includes two funding options: Traditional implementation of **F.A.C.E.** as is outlined in this proposal and a “Teach the Teacher” program within a school district whereby **F.A.C.E.** could be permanently replicated in a school by training faculty or staff throughout a year of traditional program implementation.

## **Program Description**

**F.A.C.E.** is comprised of a unique combination of juggling (coordination of hands and eyes), jumping rope (timing of feet and body with cardio), and martial arts (focus on proper technique, balance and discipline of movements). **F.A.C.E.** requires children learn a different word each week and then engage in a public speaking forum. Examples of speaking topics include words such as friends, respect, responsibility, power of a compliment, winner, leader, and more. While the emphasis to the child is on improving fitness and developing coordination, children are being taught self-esteem and self-confidence through performing and speaking in front of others. The result of this approach is moving to the child’s parents and tangibly seen by the professionals who interact with these students. All of this growth is made possible since the child feels empowered, is relaxed, and is having fun.

**F.A.C.E.** uses two approaches in positively impacting the lives of children, “*Building a Community – One Leader at a Time!*” and the **F.A.C.E.** core program.

### **“Building a Community – One Leader at a Time!”**

Presented in an assembly forum to a large audience of children and parents, this element combines confidence, growth and positive attitude. The program utilizes an “edu-taining” approach that shares martial arts wisdom and secrets with the children. The emphasis of the program is on respect, power of a compliment, helping others, sharing, focus and fun. This includes vignettes in which children

participate and incorporates messages emphasized thru jumping rope (timing), juggling (multi-tasking) and Sensei Kirk Farber breaking boards (overcoming obstacles). The entire school hears the positive messages of attitude, respect, leadership and education while being entertained.

The “*Building a Community – One Leader at a Time!*” assembly accommodates up to 700 children and kicks off the program with assemblies for Kindergarten through second grade and third grade through fifth grade. The **F.A.C.E.** program would commence several weeks after the assemblies.

### **Fitness And Character Education (F.A.C.E)**

**F.A.C.E.** is offered in a classroom setting and consists of the following specific approaches:

- How to use a common sense approach to personal safety;
- How to apply personal development and positive attitude within youth’s day-to-day schedule;
- Public speaking on a word per week (respect, responsibility, winner, leader, teamwork, etc);
- Martial arts’ principles, juggling for hand-eye coordination, jumping rope for timing, conditioning and agility;
- How to build discipline, fitness and self-esteem by having fun each week.

**F.A.C.E.** is for *any* elementary school program. The program targets 3rd thru 5th grade children, ages 8-11, at any participating Duval County Elementary School (or school system) that are at-risk of academic failure due to behavior problems and/or low standardized test scores (FCAT). The number of participants is 15 students per session. The program is during school hours, thus selected children go directly to a dedicated class room or class location on site. No transportation is needed. The sessions can be held either in the morning or the afternoon, prior to school release.

### **Project Location**

**F.A.C.E.** excels in schools where poor performance figures and standardized test results fall well below state and district averages and where socioeconomic factors indicate extreme levels of poverty. The following is an example of ideal project location.

## **“Any Elementary School”**

Typical Florida School Accountability Grades:

“C”, “D” or “F”

Typical Florida Comprehensive Assessment Test (FCAT) scores:

### Grade 3 – Reading and Math Mean Development Scores

Reading: **Any School:** 1161; District: 1358; State: 1378

Math: **Any School:** 1288; District: 1402; State: 1454

### Grade 4 – Reading and Math Mean Development Scores

Reading: **Any School:** 1292; District: 1565; State: 1577

Math: **Any School:** 1357; District: 1517; State: 1562

### Grade 5 – Reading and Math Mean Development Scores

Reading: **Any School:** 1429; District: 1622; State: 1624

Math: **Any School:** 1456; District: 1630; State: 1662

Percentage of students on reduced or free lunch: Above 85%.

## **Objectives**

The **F.A.C.E.** program measures success by achieving three outcomes:

1. Build self-esteem and confidence in children by teaching them leadership qualities.

**95% or more of children graduate from the 8-week program with a certificate and recognition awards after completing attendance and homework assignment requirements.**

2. Share principles and concepts within personal safety and positive mental attitude.

**100% of participants will take a leadership role within their class and initiate a school project.**

3. Focus on Fitness (Martial Arts, Juggling, Jump Rope) and Character Education (Speak on a word/theme each session in front of other participants).

**100% of participants improve their coordination, cardio-health and flexibility while learning to maintain eye contact, improving speaking and listening skills, and learning greater respect for others.**

## Budget Option #1

(School Year: September – August or Calendar Year: January 1 – December 31)

<b>Program Element</b>	<b>Associated Cost</b>
**Curriculum – <b>F.A.C.E.</b> and <i>Building A Community - One Leader at a Time</i> (breakdown below)	\$8,000
T-Shirt for each child	\$900
Wrist Bands and prizes upon Graduation for each Child	\$500
Certificates and Materials	\$200
Administrative Expenses per School	\$400
<b>Total</b>	<b>\$10,000</b>

\*\*

- Multiple Assemblies for K-2 and 3-5: \$1500
- 8 Hour F.A.C.E. program for 3 different sessions, total of 24 hours of instructional time: \$3600
- Individualized program development for the 50-60 students - program tailored to the individual kids, based on needs/at-risk assessments and discussions with school administration. Follow-up with Metrics and schools, onsite near graduation
- Customized per group for all 3 sessions: \$1000
- General Liability Insurance (\$2 Mil. policy) - \$900
- Operating Expenses - \$1000

OR

## Budget Option #2

(School Year: September – August or Calendar Year: January 1 – December 31)

<b>Program Element</b>	<b>Associated Cost</b>
<b>Up to 5 schools in a School System or 2 schools for a 3-year commitment (3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup>)</b>	
Curriculum – <b>F.A.C.E.</b> and <i>Building A Community - One Leader at a Time</i> Awards, T-Shirts, Certificates, etc.	\$50,000
Teach the Teacher – Curriculum Purchase, Administrative, Travel, and Training	\$25,000
<b>Total</b>	<b>\$75,000</b>

## Conclusion

**F.A.C.E.** strives to improve the lives of the children through effective and holistic solutions designed to give them the individual tools they need to succeed.

With financial support, **F.A.C.E** has an opportunity to provide a solid foundation to empower at-risk children and give them the confidence and skills they need to learn, grow and mature. Thank You.