



Smart Fundraising for Healthy Schools

Selling candy, cookies, and soft drinks sets a poor example.

Candy and other foods/beverages with little nutritional value are often sold as school fundraisers. Schools may make easy money selling these items but students pay the price. An environment that continually offers sugary treats promotes unhealthy eating habits that can have a lifelong impact on children. As we face a generation of undernourished, overweight children, many schools are turning to more positive fundraising alternatives:

- School fundraising efforts should support the health and well-being of children and their families.
- Selling candy, cookie dough, and other foods/beverages of limited nutritional value promotes poor dietary habits for those who purchase and consume these items.
- Family members and friends may want to support fundraising and feel obligated to buy items, but many feel uncomfortable about the lack of positive options.
- There are numerous fundraising alternatives that promote healthy lifestyles and, at the same time, successfully raise needed funds for schools.

Creative fundraisers support healthy, successful students.

When children and teens are well-nourished and physically active, they have fewer school absences, fewer behavior problems, and more ability to focus on classroom tasks. Healthy children also tend to score higher on standardized tests and have higher grade point averages. Families, schools, and communities must provide young people with the opportunities to develop the habits that will make them fit, healthy, and ready to succeed.

Creative fundraisers are an important part of the equation. Schools around Mississippi and across the US are using smart strategies that consider the schools financial needs and address concerns about student nutrition. Instead of candy, schools are selling nutrient-rich foods, including products from local farmers. They are also selling an ever-expanding variety of non-food items and utilizing a wide variety of fundraising events. Here are some real-life examples of very successful school fundraisers.

Nutrient-rich choices make health and economic sense.

School fundraisers can support healthful eating habits for the whole family through the sale of foods and beverages that are low in fat, sugar, and sodium, such as:

- ★ **Produce from local farmers (examples: U-Pick U-Sell or Farm-Day events)**
- ★ **Bottled water (may be personalized with school logo or mascot)**
- ★ **Fresh fruit (boxes of citrus are popular in the winter months)**
- ★ **Fruit and nuts baskets (especially popular around holidays)**
- ★ **Popcorn, nut, dried fruit, and cheese selections**
- ★ **Smart snacks (e.g., trail mixes, pretzels, jerky and energy bars)**
- ★ **Dried soup mixes or whole grain baking mixes**

Successful FUNdraising works wonders without food.

Teachers, families, and community members can work together at school, enhancing children's well-being by consistently sponsoring positive, healthy fundraisers. For more details and a list of company contacts, download a free copy of *Sweet Deals: School Fundraising Can be Healthy and Profitable* at www.cspinet.org/schoolfundraising.pdf

Events that promote physical activity and celebrate fitness

Active FUNdraisers can accomplish several goals at once. They raise money for needed school programs, they provide opportunities for physical activity, and they show students and their families that being active can be FUN!! Here are some of the creative ideas:

- ★ **As-THON-ishing results:** School groups raise thousands of dollars when students get pledges for miles biked, distance walked, time jumped, or time skated. Bike-a-thons, Trike-a-thons, Walk-a-thons, Jog-a-thons, Skate-a-thons, and Dance-a-thons, as well as 1K or 5 K races, are a few examples.
- ★ **Hidden talents = fundraising treasures:** Talent shows are a fun and healthy way to raise money. Children can sing, dance, juggle, perform magic tricks, do gymnastics, and get ready for an appearance on American Idol!
- ★ **Friendly competitions:** Tickets sales for games can really boost the bottom line. Example = basketball games between a high/middle school team – and a team of teachers, police or fire department members, or local college players.
- ★ **Sport-o-rama:** A bowling alley, miniature golf course, or club (tennis, swim, or fitness) can help sponsor/organize a tournament or family fun night.
- ★ **Rent-a-teen programs:** Young people can set up a 'job bank' to rake leaves, water gardens, mow lawns, walk dogs, wash windows, or do other services.

Other events that involve communities in supporting schools

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|--------------------------------------------|--------------------------------------|
| ★ Carnivals or game nights | ★ Car washes and dog washes |
| ★ Spelling bees for kids <u>and</u> adults | ★ Recycling (cans to ink cartridges) |
| ★ Book fairs and read-a-thons | ★ Singing telegrams |
| ★ Giant yard and/or craft sales | ★ Holiday gift-wrapping services |
| ★ Auctions of products and services | ★ Grocery store rebate programs |
| ★ Raffles for products and services | ★ Bake-less bake sales |

Non-food items to sell

- ★ School spirit items, especially those that support healthy choices, such as water bottles, Frisbees®, and other sports equipment and clothing. Other options include decals, bumper stickers, cups, and stadium pillows/blankets
- ★ Coupons books
- ★ Calendars
- ★ Magazine subscriptions
- ★ First aid and car safety kits
- ★ Holiday wreaths, candles, greeting cards, and wrapping paper
- ★ Newsletter and yearbook space or advertisements
- ★ School supplies (notebooks, pencils, pens and crayons)
- ★ Arts and crafts made by students and/or school staff
- ★ Jewelry and baskets
- ★ Bath and beauty products
- ★ Flower plants and bulbs
- ★ Vegetable seeds or plants



Healthy Fundraising

What's wrong with candy sales?

Children's lifelong eating habits are greatly influenced by the types of foods and beverages available to them. When less healthy foods are sold "for a good cause", children may think that these foods are a healthful part of a balanced diet. Such misperceptions can contribute to development of poor eating habits. Schools and child care centers encourage healthy eating habits by avoiding fundraisers that rely on the sale of less healthy foods such as candy and cookies.

Benefits of Healthy Fundraising:

• Healthy kids learn better:

Research clearly demonstrates that good nutrition is linked to better behavior and academic performance. To provide the best possible learning environment for children, schools and child care centers must also provide an environment that supports healthy behaviors.

• Provides consistent messages:

Fundraising with healthy foods and non-food items demonstrates a commitment to promoting healthy behaviors. It supports the lessons children are learning about health, instead of contradicting them.

• Promotes a healthy school or child care environment:

Children need to receive consistent, reliable health information and ample opportunity to use it. Finding healthy fundraising alternatives is an important part of providing a healthy school or child care environment.

"What message does it send our children when we constantly preach to them about getting more exercise, eating healthy and cutting back on junk food and then ask them to sell truck loads of cookie dough and candy bars to friends and family?"

www.fundraisinggreen.com

Positive Options

Try one of these fundraiser options that have a positive impact on children, families and the community.

Here are a few examples to get you started:

Support Academics

- Read-a-thon
- Science fair
- Spelling bee
- Workshops or classes
- Book fair

Support the Arts

- Art show
- Concerts
- Dances
- Plays and musicals
- Talent show
- Singing telegrams
- Rent-a-band, rent-a-choir, or rent-a-music group

Support Physical Activity

- Walk-a-thon
- Bike-a-thon
- Jumprope-a-thon
- 5-mile fun run/walk
- Golf, tennis, horseshoe or other sports tournament
- Bowling or skate night
- Sports camps or clinics

More Activities

- Garage sale
- Live or silent auction
- Carnival
- Giant game of musical chairs
- Guessing games
- Car wash
- Pet wash
- Game night
- Craft show
- Magic show
- Haunted house
- Penny war
- Recycling drive
- Festivals
- Bingo night
- Karaoke competition
- Chess, checkers or other tournaments
- Treasure hunt or scavenger hunt
- Gift wrapping services
- "Parents Day Out" babysitting services
- Rent-a-teen helper (rake leaves, mow yards, etc)



Items to Sell Other Than Food:

- Candles
- Greeting cards
- Gift wrap, boxes and bags
- Magazine subscriptions
- Coupon books
- Gift certificates
- Cookbooks
- Balloons
- Holiday ornaments/wreaths/flowers/trees
- T-shirts and sweatshirts
- Books
- Calendars
- Buttons and pins
- Customized stickers
- Crafts
- First aid kits
- Emergency kits for cars
- Batteries
- School spirit gear
- Plants, flowers, or seeds
- Brick, stone or tile memorials
- Temporary tattoos
- Stuffed animals
- Coffee cups and mugs
- Special parking space rental
- Scarves and stocking caps
- Spirit, seasonal, state or U.S. flags
- Bumper stickers
- License plate holders
- Tickets to sporting or fine arts events
- Jewelry
- Flower or balloon bouquets for special occasions
- Artwork
- Newspaper and/or yearbook space or ads
- Stationary
- Stadium pillows
- Used books, CDs, videos, DVDs
- School supplies
- Greeting cards
- Refillable water bottles

Healthy Food and Beverage Items to Sell:

- Low-fat popcorn
- Fresh fruit and vegetables
- Fruit baskets
- Nuts or seeds
- Trail mix
- Fruit smoothie mix
- Frozen bananas
- Whole wheat pasta and sauce kits
- 100% juice
- Low fat or fat free milk
- Community dinners

This handout was developed with information from the following source:

- South Dakota Department of Education

For more information on KS School Wellness Policy Model Guidelines, to www.kn-eat.org, School Wellness Policies.



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Questions?

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Topeka, KS 66612

(785) 296-2276

www.kn-eat.org
www.ksde.org

Go Local & Get GREEN!



CHOOSE IOWA PRODUCTS FOR HEALTHY FUNDRAISERS

School fundraisers using locally grown and produced Iowa food and products can be a healthier alternative to typical fundraisers focusing on sales of candy, cookie dough, or pastries. These fundraisers not only teach kids about local agriculture but also support local products and the local economy. Fundraisers using Iowa food and products can be a viable method for schools to *raise funds and engage the community*. Consider “going local and getting green” during your next fundraising effort!

Here are some ideas that would make great fundraisers:

- In-season fresh fruit and vegetables
- Seedlings, perennial plants, and fresh-cut bouquets
- Autumn pumpkins, squash, gourds, Indian corn
- Christmas trees, wreaths
- Holiday gift baskets
- Local farm passes
- Soy Candles



Ideas for Implementation that Promote Active Lifestyles:

- U Pick and You Sell: pick apples or pumpkins at a discounted rate and re-sell them for profit
- Free Labor: assist growers with the maintenance and care of seedlings and perennial plants to receive them at a discounted rate to re-sell
- Farm Passes: sell passes to local farms that have walking tours and receive part of the profit for each pass sold
- Assembly Line: help assemble wreaths and cut Christmas trees and when they are sold the school receives a portion of the sale
- Haunted Walk: organize a haunted walk during the fall months at a local park or farm and charge admission

Who is already “going local and getting green?”



- Boone Community Schools worked with a local pumpkin farmer as a fundraiser for their band. Band members went to the farm to pick pumpkins of all sizes and then transported them for a one day pumpkin sale at the high school. The farmer donated the pumpkins as he had extra and the students sold them on a free will donation basis. This was a winning situation for all!
- A local restaurant in Davenport donated 10% of their sales on a scheduled day to a local Farm to School Chapter in the Davenport area. Flyers, posters and press releases were done to promote the event.

Want more information?

- Contact the Iowa Department of Agriculture and Land Stewardship’s Farm to School Program Coordinator, Tammy Stotts at tammy.stotts@iowaagriculture.gov to find local farmers or visit:
<http://www.agriculture.state.ia.us/AgDiversification/farmToSchoolProgram.asp>
- *Non-food Alternatives for School Rewards and Fundraising*, developed by Iowa State University Extension, can be found at:
<http://www.extension.iastate.edu/Publications/PM2039A.pdf>
- Check out Iowa Market Maker. Market Maker is an interactive mapping system that locates businesses and markets of agricultural products in Iowa, providing an important link between producers and consumers. <http://ia.marketmaker.uiuc.edu/>
- Contact Iowa Department of Education’s Team Nutrition Director, Patti Delger at patti.delger@iowa.gov for additional healthy fundraising ideas and visit the following website for more information about Team Nutrition:
http://www.iowa.gov/educate/index.php?option=com_content&task=view&id=373&Itemid=1332
- Check out what other states are doing with locally grown fundraisers:
 - Montana Office of Public Instruction: <http://www.gvfarmtoschool.org/>
 - Michigan Farm to School: <http://www.mifarmtoschool.msu.edu/index.php?id=54>



Iowa Department of Public Health

Healthy Fundraisers:

Promote Family Health and Well-Being



Fundraising events and activities that don't involve selling foods for immediate consumption provide schools with a powerful opportunity to send consistent, positive health messages, enhancing classroom lessons and promoting healthy living to students and families. Traditional fundraisers often focus on selling low-nutrition foods to families, putting student health and performance in jeopardy. Why not promote healthy eating and raise money for your school at the same time? Active fundraisers go even further, providing students and families with opportunities and positive reinforcement for increasing physical activity.

Are Healthy Fundraisers profitable?

Many non-food and healthy food fundraisers generate profits for schools equal to or greater than profits from fundraisers selling low-nutrition foods.

Sample Profits – Healthier Fundraisers¹

\$1,000

A school sells 1,440 water bottles with the names/logos of 5 local business sponsors

\$4,500

A walk-a-thon with 100 student, parent, and family member walkers each raising \$50 in sponsorships

\$9,000

110 families buy scratch cards with discounts at local businesses*

\$30,000/year

100 families belong to a grocery store Scrip program

¹National Alliance for Nutrition and Activity. "Sweet Deals: School Fundraisers can be Healthy and Profitable."

Selling Food for Immediate Consumption

Fundraisers that involve the sale of foods and beverages intended for immediate consumption during the school day (such as school stores or vending machines) must meet the USDA's *Smart Snacks in School Rule*. Even though foods and beverages sold outside of the official school day (such as family events or concessions at sporting events) are exempt from these federal standards, encouraging healthier options at these community events sends a strong, positive message about how student health is valued.

For ideas, check out Action for Healthy Kids' tipsheet: *Healthy Fundraising: Food Sales During and After School*
ActionforHealthyKids.org/Fundraising-Food-Sales

Fundraisers that Promote Healthy Eating

- Fruit and vegetables boxes, baskets or bundles
- Healthy spices and seasonings
- Cookbook of families' healthy recipes
- Cookware and kitchen utensils
- Herb starter kits
- School seed stores
- Farmers' markets
- Family nights at healthy restaurants



Other Non-Food Fundraising Ideas

- Car washes
- Game night, bingo night
- Auctions (live, silent, or online)*
- Candles, lotions, soaps, greeting cards, stationary
- Plants, flowers, bulbs, seeds
- Discount cards/coupon books*
- Magazine subscriptions
- Recycling (cell phones, printer cartridges)
- School spirit apparel and merchandise
- Holiday-themed decorations and greenery
- Rent a special parking spot
- Parents' day/night out – provide childcare with open gym and activities for kids so parents can holiday shop or have an evening out
- Community craft fairs or garage sales – solicit donated items to sell
- Raffle tickets with donated prizes and special items – like a front row "VIP" reserved seat at a school concert

*Look for programs and auction items that promote health-conscious businesses and services.

Active Fundraisers



Active fundraisers help students get the recommended 60 minutes of physical activity every day, and they can help families develop healthy habits together. Check your district wellness policy or school improvement plan to see if they contain any guidelines or goals about increasing physical activity or promoting better health through fundraising activities. If not, find out what it would take to add some so that your efforts become part of the school culture for many years to come.

Active Fundraisers are a Blast!

At Hoffman Trails Elementary in Hilliard, Ohio, it was a tradition for the PTO to plan an academically-based “a-thon” as an annual fundraiser, such as a math-a-thon or history-a-thon. But parent Kelly Schulze wasn’t thrilled with the unhealthy prizes that were offered, so she took matters into her own hands and organized a “Hippity-Hop-A-Thon.”

Students collected pledges for their participation, and they earned prizes like extra recess and tickets to attend a school dance with local radio talent serving as DJ. If they raised \$50, students could take home their very own hippity-hop ball. The fundraiser turned out to be a huge success. Every single student, including those with special needs, participated and had a blast.

Fundraisers that Promote Physical Activity

- Fun walks or runs
- Walk-a-thons, bike-a-thons, jump-rope-a-thons, bowl-a-thons, skate-a-thons, hula-hoop-a-thons
- School dances
- Family obstacle courses
- Golf or tennis tournaments
- Teacher-student competitions (volleyball, softball, Frisbee...)
- Community garden assistance (weeding, raking) for donations
- Sale and delivery of garden mulch, water softener salt or other home maintenance items for set price
- 30 day fitness & fundraising challenges
- Sports camps for kids – bring in high school athletic teams to hold introductory classes for kids or partner with city parks and recreation



Action for Healthy Kids® partners with teachers, students, parents, school wellness experts and more to fight childhood obesity, undernourishment and physical inactivity by helping schools become healthier places so kids can live healthier lives. Our programs, tools and resources make it possible for everyone to play their part in ending the nation’s childhood obesity epidemic.

ActionforHealthyKids.org

The websites listed in this document are provided as a service only to identify potentially useful ideas and resources for creating healthier school cultures. Action for Healthy Kids is not responsible for maintaining these external websites, nor does the listing of these sites constitute or imply endorsement of their content.

Resources

Game On – Action for Healthy Kids step by step guide to a healthier school includes “Eat Better” and “Move More” challenges and healthy fundraising ideas: <http://www.actionforhealthykids.org/GameOn>

“Healthy Fundraising: Promoting a Healthy School Environment.” Connecticut State Department of Education: http://healthymeals.nal.usda.gov/hsmrs/Connecticut/Healthy_Fundraising.pdf

Alliance for a Healthier Generation – Healthy Fundraisers: <https://schools.healthiergeneration.org/fundraisers>

USDA Smart Snacks in School:

<http://www.fns.usda.gov/healthierschoolday/tools-schools-focusing-smart-snacks>

Action for Healthy Kids Wellness Policy Tool – A Guide to Revising your District Wellness Policy: <http://www.actionforhealthykids.org/WPTool>



Top 10 Fresh, Fun Ideas for Healthy School Fundraising

POSTED ON 11/11/13 BY SCHOOLS ACROSS AMERICA



- 1) [Crestview Elementary](#) in Carlisle, PA held a fundraising campaign called Promotion Motion. Students obtained sponsors and then participated in various challenges each week such as TV Free Week, No Fast Food Week and a Family Fitness Challenge. Teachers and parents participated and there was a tremendous response from local businesses. They raised \$31,322 in six weeks of healthy activities!
- 2) [High Bridge Elementary School](#) in Prince George's County, MD raised \$3000 during a 30 minute "Fun Run." Students asked for donations per lap and ran as many as they could in 30 minutes. The funds were to be used for a new school playground so the students were extra motivated. Raising \$100 per minute while being active? Pretty fantastic.
- 3) The Woodstock 200 School District in Woodstock, IL decided to host a district wide fundraiser to help all schools raise money for wellness efforts. The Fit for the Future event started with a three mile walk, followed by exhibits, speakers and activities. Students asked for pledges for the walk and families chipped in \$5 to attend. The district raised more than \$10,000 which was given back to the schools for physical education equipment.
- 4) The Kearney Public School District in Nebraska partnered with a local landscaping company to offer garden starter plants to families, with a portion of each sale going back to their school. The sale complemented garden-related lessons the students received in the classroom and encouraged families to grow and eat their own healthy food. The sale brought in more than \$7,000 for the district which gave it back to participating schools to use for wellness efforts.
- 5) When [Ruleville Central Elementary School](#) in Mississippi set out to raise money for a new playground, it decided not to sell donuts or cookie dough. Since joining the Healthy Schools

Program they had been seeking out healthier fundraising options and decided to try a garage sale. Teachers donated items to sell and volunteered to manage the sale on a Saturday. They raised \$500 and were also rewarded with cleaner closets!

6) At [Millville Senior High School](#) in Plainfield, NJ the wellness council decided to hit two birds with one stone last year by working to improve employee wellness with a healthy cookbook while raising money for student scholarships. Students helped provide the art work for the cookbook. The cookbook was such a hit that they are doing it again this year, with recipes that are more appealing to their student population.

7) [South Point Elementary School](#) in Miami, FL continues to look for new ways to use the produce from its constantly expanding garden. This year they started a market where they sell their fresh vegetables and even herb-infused olive oil!

8) [Idlewild Elementary School](#) in Charlotte, NC, raised \$800 for physical education equipment by pitting their teachers against parents in a basketball game and selling tickets to an eager crowd.

9) Need help hanging your holiday lights? At Mt. Pleasant Elementary School in Oregon City, OR, the PTO raised \$1200 to support their physical education program by offering to hang holiday lights on houses near the school.

10) Fundraising at [Pot Spring Elementary](#) in Baltimore, MD is not about selling the most candy or cupcakes after school. Students participate in a six-week conditioning program for the school's annual fundraiser, "Race for the Top," where they earn pledges based on the distance they run. The event takes place before, during, and after school to keep kids moving throughout the day.