



CREATING HEALTHY
SCHOOLS AND
COMMUNITIES

Wellness Wednesdays Virtual Training Series

Healthy Profitable
Fundraisers

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The passage of the Healthy, Hunger-Free Kids Act (HHFKA) in 2010 established a suite of policies to **improve the nutritional quality of food and beverages served to US children through an array of federal food assistance programs.**

School meals

Smart snacks guidelines

Guidelines for all foods and beverages served to students

Fundraisers

Training requirements for School meals professionals

Wellness policy requirements

Applies to **all foods and beverages sold to students** in vending machines, snack bars, a la carte, student stores, fundraisers and school events **for immediate consumption** during the school day.

School day means the period from the midnight before, to 30 minutes after the end of the official school day.

School campus means all areas of the property under the jurisdiction of the school that are accessible to students during the school day, including school transportation.

Any food or beverage **marketed** on school campuses during the school day must meet the Smart Snacks standards.



Fundraisers

WHAT ARE
WE HUNTING
FOR TODAY?...

LOOPHOLES.



What's the problem with unhealthy fundraisers?

Contradicts what's taught in health & by families, thus confusing kids

Robs students of healthy role models and opportunities to practice healthy skills

Sends the message that money is more important than health

Often exploits kids & teachers for profit of fundraising companies/large corporations

Contributes to health issues making today's kids the first generation whose life expectancy is less than their parents

Others?

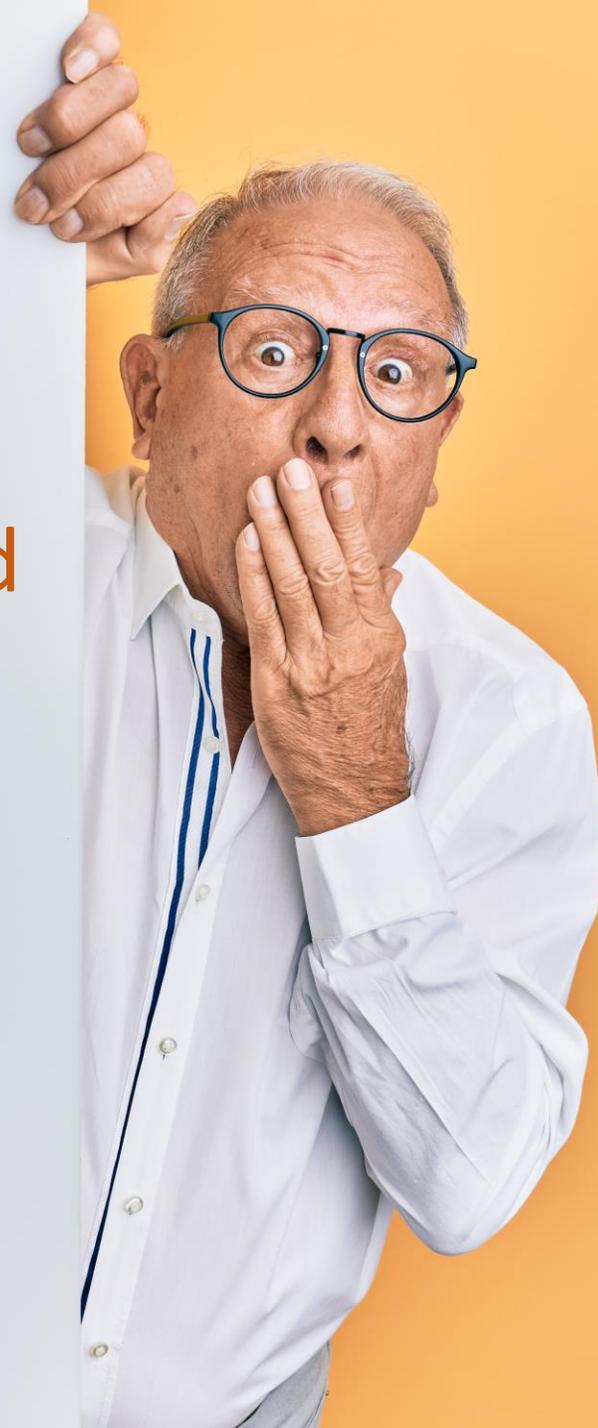
**It's no surprise to
Big Business that
schools are a
great place to
market their
products!**



School children are a captive audience;

Sell directly now to cultivate brand loyalty to ensure future sales.

Schools are trusted institutions and role models for children; thus, turning school staff into company marketers.



“Come and enjoy
dinner where AES
teachers and principal
will take orders and
serve you.”

Enjoy the “Happiest
Meals” ever with us!



To support Alpine Elementary School

Come and enjoy a dinner where AES teachers and principal will take your orders and serve you.

Enjoy the “Happiest Meals” ever with us!

Monday, January 12, 2015

5:00-8:00pm

McDonald's at 2959 Alpine Blvd.

Alpine Elementary receives 20% of all sales.

Flyer does not need to be presented for this dinner event.





What makes a fundraiser healthy?

Involves physical activity

Does not sell food in competition school meals programs

Sells non-food or healthy food items

Tied to the bigger picture

Supports creating a school culture of wellness

Why offer **Healthy** fundraisers?

To send clear and consistent healthy eating messages

To help support changes to the school environment

- Limit the availability of high-fat/high-sugar foods

To help schools make money

To save time and resources

What factors impede switching to healthier fundraisers?

#1 Reason: Fear of losing money!

Other Costs

time

energy

money, or

materials to introduce each new idea

Other factors?

Organizational structure or mindset does not support healthier choices

Wellness policies are not yet in place or enforced

Complexity of the fundraiser

- how many steps or parts are involved

- how much training is needed (learning curve)

Dealing with F.E.A.R.

False **E**vidence **A**ppearing **R**eal

Give new fundraisers 3 years before deciding to discontinue

- need to create a culture and fine tune a fundraiser before giving up on it
- events have value of their own
- Are you asking for money or to *help change kids' lives?*



Steps to developing a fundraiser

1. Convene a group of volunteers
2. Evaluate your resources and fundraiser goals
3. Decide what type of fundraiser to hold
4. Plan the fundraiser (who, what, when, where, how)
5. Promote the fundraiser
6. Execute the fundraiser
7. Follow-up and debrief

How do we decide what fundraiser to hold?

- **Fun** – provides some perceived benefits they care about
- **Easy** – seems simple and accessible as possible
- **Popular** - feels it is something others important to them are doing
 - Amount of money will it generate
 - Potential to be part of something greater than themselves and impact school & community health



Fundraisers that Promote Healthy Eating

- Fruit and vegetables boxes, baskets
- Bundles Healthy spices and seasonings
- Cookbook of families' healthy recipes
- Cookware and kitchen utensils
- Herb starter kits School seed stores
- Cooking class with a local chef
- Meals to go kits

“Which Staff
Member Should
Wear the
Costume?” Raffle



Group “A-Thons:”

Dance: pledge an amount for each 5-minute interval danced

Hula-Hoop: pledge an amount for each 1-minute interval of hula hooping

Walk: pledge an amount for a certain number of steps or miles walked

Individual “A-Thons”:

SAT studying: pledge an amount for each 15-minute interval of studying for the SATs

Climbing: pledge an amount for each day of climbing stairs for two weeks

Drinking water: pledge an amount for each glass of water consumed for three weeks

Unplugging: pledge an amount for each day of not watching TV or playing video games for one week

“Wall O Money”

- 50- \$1,275
- 100- \$5,050
- 125- \$7,875
- 150- \$11,325
- 175- \$15,400
- 200- \$20,100



“Wall O Money”

Create a “wall” of envelopes that are labeled \$1 – \$200 (or any amount you think is realistic for your district). Post it in a high traffic area where parents and the community will see it.

1. Purchase 200 small envelopes, and have students label them \$1 through \$200. Have some fun with markers and draw fun designs on them.
2. In each envelope, put a small sheet of paper that includes instructions, as well as some information about what you are raising money for.
3. The instructions should be simply: Put the appropriate amount of cash or check into the envelope, seal it, and return it to the school.

Why is the
“Wall O’ Money”
an amazing
fundraiser?

You can make A LOT of money VERY EASILY!

1. There isn't a lot of time and energy that needs to go into it.
2. Because the minimum donation is \$1, many kids can make donations on their own.
3. People can go in with friends and decide to donate to one of the larger envelopes.
4. Since it's something that you can just leave up, there will always be more opportunities for someone to give.

September	Sell school supply packages 
October	Sell pumpkins for Halloween & have a carving contest 
November	Sell produce packages for Thanksgiving 
December	Hold a winter concert or dance 
January	Hold a talent show or battle of the bands 
February	Sell flowers for Valentine's Day 
March	Organize a March Madness student-teacher bball game 
April	Organize a walk-a-thon 
May	Sell flowers 
June	Sell lawn signs for graduation

Sample Policy Language

- School-sponsored fundraising will be supportive of healthy eating and physical activity by emphasizing the sale of healthy food items (fresh fruit and produce), non-food sales such as plants, water bottles, etc, and by promoting active events.
- The administrator, with the assistance of the School Wellness Team, will create and promote a list of non-food fundraising activities, specifically those involving promoting physical activity. Schools will be required to use the non-food activities identified in the list in at least 50% of fundraising activities.



What healthy fundraisers do you currently hold?



What would be the easiest unhealthy fundraiser to eliminate?