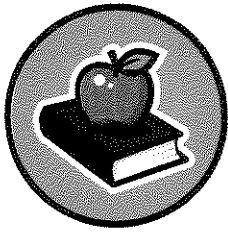


Healthy Fundraising

Promoting a Healthy School Environment



Food sales are common for school fundraising events. We're all familiar with lollipops for an "A" and cookies for taking the trash out. But many Texas kids today are overwhelmed with sugary food choices and face obesity and a future of serious health problems.

Creating activities that are not based on food can be a great way to encourage everyone – children, parents, teachers and school administrators – to think outside the candy box and leave that bake sale on the shelf.

Getting started is as simple as choosing an idea, modifying it to fit your needs and organizing your project. To help make your next fundraising project a true success, try including goals for parent and teacher participation in addition to the usual monetary goals. Project leaders can get the benefit of several points-of-view and plenty of helping hands, and participants may find new friendships and develop a great sense of community.

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 must also provide an environment that supports healthy behaviors.

Provides Consistent Messages: Fundraising with healthy foods and non-food items demonstrates a school commitment to promoting healthy behaviors. It supports the classroom lessons students are learning about health, instead of contradicting them.

Promotes a healthy School Environment: Students need to receive consistent, reliable health information and ample opportunity to use it. Finding healthy alternatives to fundraising is an important part of providing a healthy school environment.

Consequences of Unhealthy Fundraising

Compromises Classroom Learning: Selling unhealthy food items contradicts nutrition messages taught in the classroom. Schools are designed to teach and model appropriate skills and behaviors. Nutrition principles taught in the classroom are meaningless if they are contradicted by other activities that promote unhealthy choices, like selling candy and other sweets. Classroom learning about nutrition remains strictly theoretical if the school environment regularly promotes unhealthy behaviors.

Promotes the Wrong Message: We would never think of raising money with anything else that increases student health risks, but food fundraisers are often overlooked. As schools promote healthy lifestyle choices to reduce student health risks and improve learning, school fundraisers must be included.

Contributes to Poor Health: Foods commonly used as fundraisers (like chocolate, candy, soda and baked goods) provide unneeded calories and displace healthier food choices. Skyrocketing obesity rates among children are resulting in serious health consequences, such as increased incidence of type 2 diabetes and high blood pressure.

Developed in conjunction with Boerne ISD Wellness Committee February 2007 and adapted from Alaska School Wellness Kit, Creative Financing and Fundraising, California Department of Health Services, 2002, Connecticut State Department of Education Bureau of Health and Nutrition Services and Child/Family/School partnerships; and Squaremeals.org.

What Schools Can Do

Ideas for Healthy Fundraising Alternatives

Fundraising with items that are not based on food or that use healthy foods is a great way to encourage everyone – children, parents, teachers and school administrators – to think outside the candy box.

Items You Can Sell

- Activity theme bags
- Air fresheners
- Bath Accessories
- Batteries
- Books, calendars, pocket calendars
- Brick/stone/tile memorials
- Buttons, pins
- Candles
- Christmas trees
- Coffee cups, mugs
- Cookbooks
- Crafts
- Christmas ornaments
- Coupon books
- Educational games (sudoku, crossword puzzles)
- Emergency kits for cars
- First aid kits
- Flowers and bulbs, plants
- Foot warmers
- Football seats
- Giant coloring books
- Gift baskets, certificates, items
- Gift wrap, boxes and bags
- Glow-in-the-dark novelties
- Greeting cards
- Hats
- Holiday wreaths
- House decorations
- Jewelry
- Magazine subscriptions
- Megaphones
- Monograms
- Music, videos, CDs
- Newspaper space, ads
- Party bags for kids' birthday parties
- Pre-paid phone cards
- Rent a special parking space
- Scarves
- School art drawings
- School Frisbees
- Souvenir cups
- Spirit/seasonal flags
- Stadium pillows
- Stationery
- Stuffed animals
- Valentine flowers
- Yearbook covers

Healthy Foods

- Frozen bananas
- Fruit and nut baskets
- Fruit and yogurt parfaits
- Fruit smoothies
- Lunch box auctions
- Trail mix

Sell Custom Merchandise

- Bumper stickers/decals
- Calendars
- Cookbook made by school
- License plate frames with school logo
- School supplies
- T-shirts/sweatshirts

Items Supporting Academics

- Read-A-Thon
- Science Fair
- Spelling Bee

Things You Can Do

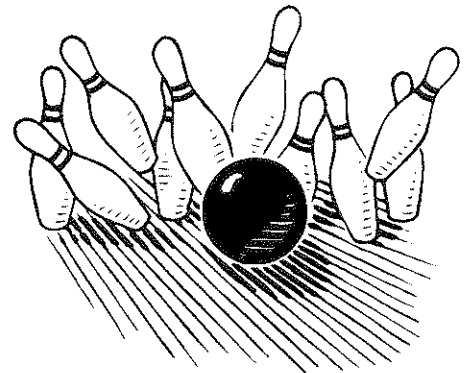
- Bike-a-thons
- Bowling night/bowl-a-thon
- Car wash (pre-sell tickets as gifts)
- Carnivals/Festivals
- Dances (kids, father/daughter, Sadie Hawkins)
- Family/glamour portraits
- Fun runs
- Gift wrapping
- Golf tournament
- Jump-rope-a-thons
- Magic show
- Raffle (movie passes, theme bags)
- Read-a-thons
- Recycling cans/bottles/paper
- Singing telegrams
- Skate night/skate-a-thon
- Spelling bee
- Talent Shows
- Tennis/horseshoe competition
- Walk-a-thons



"No Bake" Bake Sale

It is easy, all profit, and the parents appreciate it. Students create a list of baked goods such as "Double Fudge Brownies" or "Tundra Berry Cobbler". Then the students research how much it would cost to make the item and assign a price to the item, for example, "Carrot Cake, \$5." The parent selects this baked item NOT to make and sends \$5 instead.

From the Reach Every Child/Horace Mann web site, by Alan Haskvitz



Set up a gift shop before the winter holidays and during the last weeks of school, as parents are shopping for teacher gifts. Could sell typical gifts such as candles, soap, note cards picture frames, gift certificates from bookstores or supermarkets, bookmarks or book covers, bud vases, pretty mugs filled with fancy tea bags, scarves, mufflers, gloves, book lights, travel coffee mugs, and disposable cameras.