



Healthy School Fundraising - Promoting a Healthy School Environment

Foods commonly used for fundraising at school (candy, baked goods, salty snacks, soda) have very little nutritional value. While schools may raise funds, students pay the price. An environment that constantly provides children with unhealthy foods promotes unhealthy habits that can have a lifelong impact. For this reason, many schools are turning to healthy fundraising alternatives.

Healthy Fundraising Is Important

Healthy Kids Learn Better

- Good nutrition is linked to better behavior and academic performance.
- The best possible learning environment for children should support healthy behaviors.

Consistent Messages Matter

- Fundraising with nonfood items and healthy foods shows your commitment to promoting healthy behaviors.
- It also supports the classroom lessons students are learning about health, instead of contradicting them.



Showcase a Healthy School Environment

- Healthy fundraising alternatives are an important part of providing a healthy school environment.
- Consistent, reliable health information and ample opportunity to use it will promote positive lifestyle choices.
- The goal is to reduce student health risks and improve learning.

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Consequences of Unhealthy Fundraising

Compromises Classroom Learning

- Selling unhealthy foods contradicts nutrition messages taught in the classroom.
- Classroom learning about nutrition remains abstract if the school environment regularly promotes unhealthy behaviors.

Promotes the Wrong Message

- Selling unhealthy foods sends the message that student health is less important than raising funds.
- Schools should promote healthy lifestyle choices to reduce student health risks and improve learning.
- School fundraisers should actively support this healthy lifestyle.



Contributes to Poor Health

- Foods commonly used as fundraisers (like chocolate, candy, soda and baked goods) provide unneeded calories and take the place of 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 and places them at risk for developing chronic diseases later in life.

Adapted from Connecticut Department of Education Publication / Child Nutrition Program (9 2014)

IDEAS FOR HEALTHY FUNDRAISING*

Promote a healthy learning environment - Use healthy fundraising ideas.

Items You Can Sell

- Activity theme bags
- Air fresheners
- Bath accessories
- Balloon bouquets



- Batteries
- Books
- Brick/stone/tile memorials
- Buttons, pins
- Candles
- Coffee cups or mugs
- Crafts
- Coupon books (nonfood items)
- Emergency kits for cars
- First aid kits
- Flowers, bulbs, plants
- Foot warmers
- Football seats
- Garden seeds
- Gift baskets (nonfood items)
- Gift certificates (nonfood items)
- Gift items
- Gift wrap, boxes and bags
- Graduation tickets
- Greeting cards
- Hats
- Holiday ornaments
- Holiday wreaths
- House decorations
- Jewelry
- Magazine subscriptions
- Monograms

- Music, CDs, DVDs
- Newspaper space, ads
- Parking spot (preferred location)
- Pet treats/toys /accessories
- Plants
- Phone cards
- Raffle donations (nonfood items)
- Raffle extra graduation tickets
- Raffle front row seats at a special school event
- Rent a special parking space
- Scarves
- School art drawings
- Souvenir cups
- Spirit/seasonal flags
- Stadium pillows
- Stationery
- Student directories
- Stuffed animals
- Valentine flowers
- Yearbook covers
- Yearbook graffiti

Healthy Foods

- Fresh fruit
- Frozen bananas
- Fruit and nut baskets
- Fruit and yogurt parfaits
- Fruit smoothies
- Trail mix

Sell Custom Merchandise

- Bumper stickers and decals
- Calendars
- Cookbook of healthy recipes made by school
- Flying discs with school logo
- License plates or holders with school logo
- Logo air fresheners
- School spirit gear
- T-shirts/sweatshirts

Activities

Supporting

Academics

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



Things You Can Do

- Auction
- Bike-a-thons
- Bowling night/bowl-a-thon
- Car wash (presell tickets as gifts)
- Carnivals/festivals

- Dances (kids, father/daughter, Sadie Hawkins)
- Family/glamour portraits
- Fun runs
- Gift wrapping
- Golf tournament
- Jump-rope-a-thon
- Magic show
- Raffle (movie passes, theme bags)
- Raffle (teachers do a silly activity)
- Rent-a-teen helper (rake leaves, water gardens, mow lawns, wash dog)
- Recycling cans/bottles/paper
- Singing telegrams
- Skate night/skate-a-thon
- Tag sale, garage sale
- Talent shows
- Horseshoe/ Tennis competition
- Treasure hunt/scavenger hunt
- Walk-a-thons
- Workshops/classes

*Adapted from: California Project Lean, California Department of Health Services. (2010). *Creative Financing and Fun Fundraising*.

RIDE Child Nutrition Program 9/2014