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.

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.

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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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

**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

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

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