

Healthy Fundraisers



Healthy food or non-food fundraisers enable schools to send consistent, positive health messages, reinforce classroom education and contribute to student health. Active fundraisers go even further, providing students and families with opportunities and positive reinforcement for increasing physical activity.

Show me the money! 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.

Active Fundraisers are a Blast!

At Hoffman Trails Elementary in Hillard, Ohio, it was a tradition for the PTO to plan an academically-based “a-thon” of some sort as an annual fundraiser, such as a math-a-thon or history-a-thon. But parent Kelly Schulze wasn’t thrilled with the types of prizes that were offered, like buffet lunches at a local restaurant. So Kelly took matters into her own hands and organized a “Hippity-Hop-A-Thon.”

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

Sample Profits from 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 (look for coupon books or cards that promote health-conscious businesses and services)

\$30,000/year

100 school families belong to a grocery store Scrip program

Traditional Fundraisers often focus on selling low-nutrition foods and beverages, serving as prime marketing opportunities for big business and putting students’ health in jeopardy. One study found that every separate food-related practice (e.g., fundraiser) that promotes low-nutrition foods in a school is associated with a 10% increase in students’ body mass indexes (BMI).^{1,2}

Healthy Food Fundraisers

- Fruit
- Smoothies
- Spices
- 100% juice
- Fruit and yogurt parfaits
- Trail mix, nuts, seeds, 100% fruit leather
- Healthy vending machines
- Cookbook of families’ healthy recipes
- Herb starts or kits
- Farmers’ markets



Active Fundraisers




- 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 course
- Golf or tennis tournaments
- Teacher-student competitions (volleyball, softball, Frisbee...)





Healthy Fundraising Ideas

Review the USDA's national nutrition standards for fundraising foods sold on campus established to comply with the Healthy Hunger-Free Kids Act of 2010. Check your school's wellness policy or school improvement plan to see if they contain any guidelines or goals about fundraisers. If they don't, find out what it would take to add some.

Non-Food Fundraisers   		
<ul style="list-style-type: none"> ■ Gift wrap ■ Water bottles ■ Craft fairs ■ Garage sales ■ Car washes ■ Book fairs ■ Scratch cards* ■ Scrip programs* ■ Store reward programs* 	<ul style="list-style-type: none"> ■ 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 ■ Rent a special parking spot 	<p>Holiday themed</p> <ul style="list-style-type: none"> ■ Fall holidays: pumpkins, table centerpieces ■ Winter holidays: Christmas trees, wreaths, garlands, poinsettias, mistletoe, ornaments ■ Valentine's Day/Mother's Day: flowers, plants, cards, stuffed animals

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

Resources

"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
<http://www.healthiergeneration.org/schools.aspx?id=4164>

Information on the Healthy Hunger-Free Kids Act of 2010 and USDA regulations:
http://www.fns.usda.gov/cnd/Governance/Legislation/CNR_2010.htm



Action for Healthy Kids® fights childhood obesity, undernourishment and physical inactivity by helping schools become healthier places so kids can live healthier lives. We partner with a legion of dedicated volunteers – teachers, students, moms, dads, school wellness experts and more – to create healthful school changes. Our programs, tools and resources make it possible for everyone to play their part in ending the nation's childhood obesity epidemic. Creating a healthy school food culture is a critical step towards reversing the national health crisis facing our children.

www.ActionforHealthyKids.org

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

² Kubik M., Lytle L., Story M. "Schoolwide Food Practices Are Associated with Body Mass Index in Middle School Students." Archives of Pediatric and Adolescent Medicine, 2005, vol. 159, pp. 1111-1114.

