

## Healthy Fundraising 101

Struggling to find profitable fundraisers that are healthy as well? This is the resource for you! Read on for ideas that will help you earn money for your school while promoting a healthy lifestyle at the same time.

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### Why Focus on Healthy Fundraisers?

“It is important that all foods and beverages sold at and by schools make a positive contribution to children’s diets and health. Given rising obesity rates and children’s poor diets (only 2% of children eat a healthy diet), it is no longer acceptable to sell junk food to children through school fundraisers. Healthy fundraisers set a positive example and support healthy eating by children, nutrition education, and parents’ efforts to feed their children healthfully.”

**-Center for Science in the Public Interest**

Fundraisers in schools often involve selling foods with minimal nutritional value. By encouraging students to sell things like candy bars and soda, schools contradict nutrition education lessons taught in the classroom. As a district, let’s send the message to students that we care about student health and want to give consistent, positive health messages.

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### District 6 Wellness Policy Guidelines Regarding Fundraising

District 6 wants to create a culture of wellness, where the healthy choice is the easy choice for students, employees, and visitors. In October of 2011, District 6 updated the Wellness Policy to include the following regarding fundraising:

- Only nonfood fundraisers such as flowers, gift-wrap, sporting events, and family fun runs for all fundraisers that occur during the school day
- Students have access to healthful food items for fundraisers outside of the school day. While food fundraisers are discouraged outside of the school day, they are permitted; however, foods sold must meet the following nutritional guidelines:
  - Not more than 30% of the total calories of the food item, excluding nuts or seeds, is from fat
  - Not more than 10% of the total calories of the food item, excluding reduced-fat cheeses, eggs, and nut butters, is from saturated fat
  - Not more than 35% of the total weight of the food item, excluding fruits or vegetables, is composed of sugar

## Fundraising with Food

Unhealthy fundraisers in schools make it difficult to sustain a healthy environment where the healthy choice is the easy choice. In addition, this practice contradicts nutrition education in the schools and undermines parents' efforts to promote healthy eating for their children.

It is critical that foods marketed to students and promoted throughout the school be healthy and that messages be consistent with wellness. However, many schools do use unhealthy fundraisers as a means to raise money. Some of these fundraisers that should be avoided include:

- Candy bars, lollipops, cookie dough, donuts, butter braids, and sweets
- Bake sales
- Pizza and pizza kits
- Fast-food restaurant and ice-cream parlor fundraisers



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## Healthy Food Fundraisers

Fundraisers that involve students selling food are discouraged, but they are allowed outside of school hours. These fundraisers have to meet the nutritional guidelines in the Wellness Policy. Healthy food fundraisers can be very profitable. Even better, they teach students about nutrition and show that the school cares about their health. Some exciting healthy food fundraisers include:

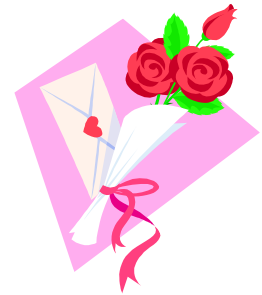
- Bottled water- You can even add the school's logo or mascot! Here are just a few websites that can help you with this fundraising opportunity!  
[www.amandahills.com](http://www.amandahills.com), [www.plwc.net](http://www.plwc.net), [www.championfundraising.com](http://www.championfundraising.com), & [www.fundraising.com](http://www.fundraising.com)
- Healthy, organic local produce  
[www.colorado.doortodoororganics.com](http://www.colorado.doortodoororganics.com)
- Grocery store fundraisers where the supporter buys groceries, swipes the club card, and money is raised for the school  
[www.kroger.com/mykroger/gl/FundRaising.htm](http://www.kroger.com/mykroger/gl/FundRaising.htm), & <http://shop.safeway.com/superstore/default.asp?brandid=1&page=corphome>
- Fresh and dried fruit sales  
[www.amandahills.com](http://www.amandahills.com), [www.plwc.net](http://www.plwc.net), [www.championfundraising.com](http://www.championfundraising.com), & [www.fundraising.com](http://www.fundraising.com)



## Nonfood Fundraisers

There are great fundraisers that don't involve selling food at all! Many of these fundraisers can help your school earn even more money than expected. Here are just a couple of ideas:

- Sell gift wrap
- Magazine sales
- Sell flowers for holidays like Mother's Day or Valentine's Day
- Host a student talent show or craft fair
- Have an auction or drawing with donated items
- Organize a school carnival
- Have classes compete in a penny wars competition
- Bags, apparel, mugs, notebooks, and more with student art or school logo
- Publish a cookbook with healthy recipes
- Use student artwork to create greeting cards



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## Fundraisers that Promote Physical Activity

Even better fundraisers encourage students to get active. In addition to raising money, these great fundraisers get family and community involvement and promote healthy movement. Here are a couple of ideas:

- Family fun night with games and activities
- Bowling night or bowl-a-thon
- School dances
- Skate night

### Walkathons & Jogathons

Hosting a jogathon or walkathon is simple. All students in the school receive a pledge form and solicit flat-rate donations from family members and friends to walk or run laps at the event. The event is held on a marked course around school grounds, during the school day. Students typically come out to the course by grade level and walk or run for approximately 30 minutes.

### What are the advantages?

- All students are actively involved.
- They're tons of fun!
- They are successful, with schools raising between \$5000 and \$20,000.



Need help organizing the event and sponsorship money for t-shirts for the students? For sponsorship information, contact Healthy Kids Club at 970-495-7511.

## References:

Center for Science in the Public Interest. *Sweet Deals: School Fundraising Can Be Healthy and Profitable*. February 2007. Available at: [www.cspinet.org/new/pdf/schoolfundraising.pdf](http://www.cspinet.org/new/pdf/schoolfundraising.pdf). Accessed May 14, 2012.

Coalition for Activity and Nutrition to Defeat Obesity. School Wellness Resource Kit. Available at: [www.candoonline.org/schools#resource-kit](http://www.candoonline.org/schools#resource-kit). Accessed May 14, 2012.

Colorado Springs School District 11. *Fundraising Ideas for a Healthier School Environment*. March 2012. Available at: [www.D11.org/FNS/Pages/D11GoodFoodProject.aspx](http://www.D11.org/FNS/Pages/D11GoodFoodProject.aspx). Accessed May 14, 2012.