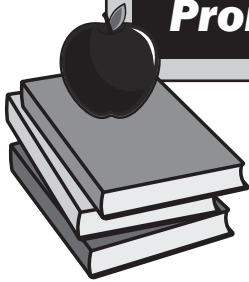


Healthy Fundraising

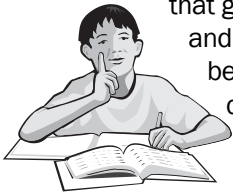
Promoting a Healthy School Environment



Candy, baked goods, soda and other foods with little nutritional value are commonly used for fundraising at school. Schools may make easy money selling these foods, but students pay the price. An environment that constantly provides children with sweets promotes unhealthy habits that can have lifelong impact. As we face a national epidemic of overweight children, many schools are turning to healthy fundraising alternatives.

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.

Additional Resources

Clearinghouse for Fundraising Information:

<http://www.fund-raising.com/index.htm>

Creative Financing and Fundraising. California Project Lean, California Department of Health Services, 2002.

<http://www.co.shasta.ca.us/Departments/PublicHealth/CommunityHealth/projlean/fundraiser1.pdf>

Guide to Healthy School Stores. Alabama Department of Public Health Nutrition & Physical Activity Unit, 2004.

<http://www.actionforhealthykids.org/index.htm>

(Select Alabama in box at right and scroll down to "Links to State Team-Recommended Tools and Resources.")

Healthy Fundraising & Vending Options. Produce for Better Health Foundation. <http://www.5aday.com/html/educators/options.php>

Healthy Fundraising/Health Related Fundraising.

<http://www.fundraiser-finder.com/fundraising-cat/healthy.php>

Idaho Recommendations for Promoting a Healthy School Nutrition Environment. Idaho State Department of Education, 2004.

<http://www.sde.state.id.us/child/docs/promotingahealthyschoolnutritionenvironment.pdf>

Non-Food Ways to Raise Funds and Reward a Job Well Done. Texas Department of Agriculture, 2004. <http://www.agr.state.tx.us/foodnutrition/newsletter/NonFoodRewards.pdf>

School Fund Raiser Ideas: Alternatives to Selling Junk Food and Sodas: <http://departments.oxy.edu/uepi/cfj/resources/AlternativeFundRaisers.htm>

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. It's like saying, "You need to eat healthy foods to feel and do your best, but it is more important for us to make money than for you to be healthy and do well." Classroom learning about nutrition remains strictly theoretical if the school environment regularly promotes unhealthy behaviors.

Promotes the Wrong Message: Selling unhealthy foods provides a message that schools care more about making money than student health. 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.



More than 15 percent of children are overweight, a three-fold increase from the 1970's.¹ At 400,000 deaths per year, poor eating habits and a sedentary lifestyle are fast becoming the leading cause of death in the United States, just behind smoking at 435,000 deaths per year.²

References

¹Ogden CL., Flegal, KM Carroll MD and Johnson CL. Prevalence and Trends in Overweight Among US Children and Adolescents, 1999-2000. *JAMA* 2002;288: 1728-1732

²Mokdad AH, Marks JS, Stroup DF, Gerberding JL. Actual causes of death in the United States, 2000. *JAMA*. 2004;291(10):1238-1246

What Schools Can Do

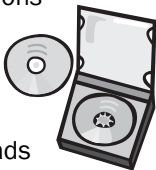
Ideas for Healthy Fundraising Alternatives*

*Adapted from: *Creative Financing and Fundraising*. California Project Lean, California Department of Health Services, 2002.

Schools can help promote a healthy learning environment by using healthy fundraising alternatives.

Items You Can Sell

- Activity theme bags
- Air fresheners
- Bath accessories
- Balloon bouquets
- Batteries
- Books, calendars
- Brick/stone/tile memorials
- Bumper stickers & decals
- Buttons, pins
- Candles
- Christmas trees
- Coffee cups, mugs
- Cookbooks
- Crafts
- Christmas ornaments
- Coupon books
- Customized stickers
- Emergency kits for cars
- First aid kits
- Flowers and bulbs
- Foot warmers
- Football seats
- Garage sale
- Giant coloring books
- Gift baskets
- Gift certificates
- Gift items
- Gift wrap, boxes and bags
- Greeting cards
- Hats
- Holiday wreaths
- House decorations
- Hugging booth
- Jewelry
- Kissing on the cheek booth
- License plates or holders with school logo
- Lunch box auctions
- Magazine subscriptions
- Megaphones
- Mistletoe
- Monograms
- Music, videos, CDs
- Newspaper space, ads
- Pet treats/toys/accessories
- Plants



Items You Can Sell, continued

- Pocket calendars
- Pre-paid phone cards
- Raffle donations
- Rent a special parking space
- Scarves
- School art drawings
- School frisbees
- School spirit gear
- Scratch off cards
- Sell/rent wishes
- Souvenir cups
- Spirit/seasonal flags
- Stadium pillows
- Stationery
- Student directories
- Stuffed animals
- Temporary/henna tattoos
- T-shirts, sweatshirts
- Tupperware
- Valentine flowers
- Yearbook covers
- Yearbook graffiti



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
- Logo air fresheners
- Scratch off cards
- T-shirts/sweatshirts

Items Supporting Academics

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

Things You Can Do

- Auction (teacher does something for kids)
- Bike-a-thons
- Bowling night/bowl-a-thon
- Car wash (pre-sell tickets as gifts)
- Carnivals (Halloween, Easter)
- Dances (kids, father/daughter, Sadie Hawkins)
- Family/glamour portraits
- Festivals
- Fun runs
- Gift wrapping
- Golf tournament
- Jump-rope-a-thons
- Magic show
- Raffle (movie passes, theme bags)
- Raffle (teachers do a silly activity)
- Read-a-thons
- Rent-a-teen helper (rake leaves, water gardens, mow lawns, wash dog)
- Recycling cans/bottles/paper
- Science fairs
- Singing telegrams
- Skate night/skate-a-thon
- Spelling bee
- Talent shows
- Tennis/horseshoe competition
- Treasure hunt/scavenger hunt
- Walk-a-thons
- Workshops/classes



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Connecticut State Department of Education
Bureau of Health and Nutrition Services and Child/Family/School Partnerships



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