

Healthy Fundraisers: Promote Family Health and Well-Being



Fundraising events and activities that don't involve selling foods for immediate consumption provide schools with a powerful opportunity to send consistent, positive health messages, enhancing classroom lessons and promoting healthy living to students and families. Traditional fundraisers often focus on selling low-nutrition foods to families, putting student health and performance in jeopardy. Why not promote healthy eating and raise money for your school at the same time? Active fundraisers go even further, providing students and families with opportunities and positive reinforcement for increasing physical activity.

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.

Sample Profits – 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*

\$30,000/year

100 families belong to a grocery store Scrip program

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

Selling Food for Immediate Consumption

Fundraisers that involve the sale of foods and beverages intended for immediate consumption during the school day (such as school stores or vending machines) must meet the USDA's *Smart Snacks in School Rule*. Even though foods and beverages sold outside of the official school day (such as family events or concessions at sporting events) are exempt from these federal standards, encouraging healthier options at these community events sends a strong, positive message about how student health is valued.

For ideas, check out Action for Healthy Kids' tipsheet:
Healthy Fundraising: Food Sales During and After School
ActionforHealthyKids.org/Fundraising-Food-Sales

Fundraisers that Promote Healthy Eating

- Fruit and vegetables boxes, baskets or bundles
- Healthy spices and seasonings
- Cookbook of families' healthy recipes
- Cookware and kitchen utensils
- Herb starter kits
- School seed stores
- Farmers' markets
- Family nights at healthy restaurants



Other Non-Food Fundraising Ideas

- Car washes
- 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
- Holiday-themed decorations and greenery
- Rent a special parking spot
- Parents' day/night out – provide childcare with open gym and activities for kids so parents can holiday shop or have an evening out
- Community craft fairs or garage sales – solicit donated items to sell
- Raffle tickets with donated prizes and special items – like a front row "VIP" reserved seat at a school concert

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



Active Fundraisers



Active fundraisers help students get the recommended 60 minutes of physical activity every day, and they can help families develop healthy habits together. Check your district wellness policy or school improvement plan to see if they contain any guidelines or goals about increasing physical activity or promoting better health through fundraising activities. If not, find out what it would take to add some so that your efforts become part of the school culture for many years to come.

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” as an annual fundraiser, such as a math-a-thon or history-a-thon. But parent Kelly Schulze wasn’t thrilled with the unhealthy prizes that were offered, so she took matters into her own hands and organized a “Hippity-Hop-A-Thon.”

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

Fundraisers that Promote Physical Activity

- 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 courses
- Golf or tennis tournaments
- Teacher-student competitions (volleyball, softball, Frisbee...)
- Community garden assistance (weeding, raking) for donations
- Sale and delivery of garden mulch, water softener salt or other home maintenance items for set price
- 30 day fitness & fundraising challenges
- Sports camps for kids – bring in high school athletic teams to hold introductory classes for kids or partner with city parks and recreation



Action for Healthy Kids® partners with teachers, students, parents, school wellness experts and more to fight childhood obesity, undernourishment and physical inactivity by helping schools become healthier places so kids can live healthier lives. Our programs, tools and resources make it possible for everyone to play their part in ending the nation’s childhood obesity epidemic.

ActionforHealthyKids.org

The websites listed in this document are provided as a service only to identify potentially useful ideas and resources for creating healthier school cultures. Action for Healthy Kids is not responsible for maintaining these external websites, nor does the listing of these sites constitute or imply endorsement of their content.

Resources

Game On – Action for Healthy Kids step by step guide to a healthier school includes “Eat Better” and “Move More” challenges and healthy fundraising ideas: <http://www.actionforhealthykids.org/GameOn>

“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: <https://schools.healthiergeneration.org/fundraisers>

USDA Smart Snacks in School:

<http://www.fns.usda.gov/healthierschoolday/tools-schools-focusing-smart-snacks>

Action for Healthy Kids Wellness Policy Tool – A Guide to Revising your District Wellness Policy: <http://www.actionforhealthykids.org/WPTool>

