



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.

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.

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.



Contributes to Poor Health

- Foods commonly used as fundraisers (like chocolate, candy, soda and baked goods) provide unneeded calories and take the place of 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 and places them at risk for developing chronic diseases later in life.

IDEAS FOR HEALTHY FUNDRAISING

PROMOTE A HEALTHY LEARNING ENVIRONMENT

Items You Can Sell:

Activity theme bags	Gift certificates (nonfood items)	Raffle extra graduation tickets
Air fresheners	Gift items	Raffle front row seats at a special school event
Bath accessories	Gift wrap, boxes and bags	Rent a special parking space
Balloon bouquets	Graduation tickets	Scarves
Batteries	Greeting cards	School art drawings
Books	Hats	Souvenir cups
Brick/stone/tile memorials	Holiday ornaments	Spirit/seasonal flags
Buttons, pins	Holiday wreaths	Stadium pillows
Candles	House decorations	Stationery
Coffee cups or mugs	Jewelry	Student directories
Crafts	Magazine subscriptions	Stuffed animals
Coupon books (nonfood items)	Monograms	Valentine flowers
Emergency kits for cars	Music, CDs, DVDs	Yearbook covers
First aid kits	Newspaper space, ads	Yearbook graffiti
Flowers, bulbs, plants	Parking spot (preferred location)	
Foot warmers	Pet treats/toys /accessories	
Football seats	Plants	
Garden seeds	Phone cards	
Gift baskets (nonfood items)	Raffle donations (nonfood items)	

Healthy Foods You Can Sell:

Fresh fruit	Fruit and nut baskets	Fruit smoothies
Frozen bananas	Fruit and yogurt parfaits	Trail mix

Sell Custom Merchandise:

Bumper stickers and decals	Flying discs with school logo	School spirit gear
Calendars	Logo license plates/holders	T-shirts/sweatshirts
Cookbook of healthy recipes	air fresheners	

Activities Supporting Academics:

Read-a-thon	Science Fair	Spelling Bee
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Things You Can Do:

Auction	Magic show	Horseshoe/ Tennis competition
Bike-a-thons	Raffle (movie passes, theme bags)	Treasure hunt/scavenger hunt
Bowling night/bowl-a- thon	Raffle (teachers do a silly activity)	Walk-a-thons
Car wash (presell tickets as gifts)	Rent-a-teen helper (rake leaves, water gardens, mow lawns, wash dog)	Workshop/classes
Carnivals/festivals	Recycling cans/bottles/paper	
Dances (kids, father/daughter, Sadie Hawkins)	Singing telegrams	
Family/glamour portraits	Skate night/skate-a- thon	
Fun runs	Tag sale, garage sale	
Gift wrapping	Talent shows	
Golf tournament		
Jump-rope-a-thon		

Adapted from: California Project Lean, CA
Department of Health Services (2010),
Creative Financing and Fun Fundraising.