

Fundraising

Federal law requires every school district to have a local wellness policy. These policies address nutrition education, physical activity, school meals and all other foods and drinks available at school. Since foods and drinks are a part of every school day, local wellness policies can build healthy school environments that support successful students eating smart and moving more. Research shows that children and teens who eat smart and move more focus better and have fewer behavior problems. They also have better math, reading and writing test scores. As families, educators and administrators, you have the chance to put the policy into practice. You can make a difference by encouraging healthy options for fundraising, concessions, school stores, vending, classroom rewards and school celebrations.

School fundraisers should promote healthy choices such as non-food items, physical activity or healthier foods. Your local wellness policy can define how fundraising is carried out, while helping schools meet their financial needs. Healthy fundraising also supports nutrition education taught in the classroom. Many of the foods and drinks sold as fundraisers are high in sugar, fat and calories. For better choices, consider using foods and drinks that meet the NC Nutrition Standards for à la carte foods and drinks. Some smart non-food ideas include flowers, event tickets, coupon books, fruit baskets, school spirit items and hosting events, such as a carwash to raise money. You can also talk to local stores, farmers and families to give student groups other options for fundraising items.

Take Action Now

School Board Members

- Is fundraising covered in your district's local wellness policy? If not, include in your policy a nutrition guide for items used in fundraisers.
- Show your support for the local wellness policy.

School Health Advisory Council/School Wellness Committee Members

- Using this list, help your schools identify healthy fundraising options that can work.
- Support healthy school fundraiser events.

Principals

- Enforce the district wellness policy for school fundraisers that promote healthy food choices, physical activity and the sale of non-food items.
- Consider adopting a stricter fundraising policy for your school.

PTA Members and Families

- Identify community partners who can help.
- Spread the word and support your school's healthy school fundraiser events.

Creative Fundraising Ideas!

Things to Sell

- Kitchenware
- Flowers/plants/bulbs
- Seasonal fruits and vegetables
- Greeting cards (holiday-specific cards, stationary)
- Gift wrap/ribbons
- Arts and crafts (baskets, jewelry, picture frames)
- Lotions/soaps
- Picture frames
- Magazine/website subscriptions
- Holiday items (wreaths, ornaments, cards)
- Coupon books
- Calendars
- Jewelry
- CDs/DVDs
- Services (lawn care/salon/housecleaning)
- Pens, pencils, erasers
- Frisbees®/jump ropes

Raffle Tickets for a Chance to Win

- Gift certificates (local gym or store)
- Gift baskets/theme bags
- Yearbooks/class rings
- VIP parking spaces
- Movie theater passes
- Paint ball/laser tag passes
- School event tickets (dances, sporting events)
- Salon gift cards
- Music downloads

Items to Promote School Spirit

- Apparel (t-shirts, hats, visors, buttons, and shorts)
- Spirit/booster cards
- Decals/bumper stickers/rub-on tattoos
- Mugs/koozies/water bottles/souvenir cups
- Calendars
- Stadium chairs/blankets/pillows

Other Fun Ideas to Raise Funds

- Talent shows/school plays
- Fun walks/runs/hiking
- Walk/bike/dance/bowl/jump rope-a-thons
- Car washes/pet washes (can pre-sell tickets as gifts)
- Dances
- Golf/tennis tournaments
- Carnivals/festivals/field day
- Craft sales
- Live or silent auction
- Family/glamour portraits
- Rent-a-teen helper (rake leaves, water gardens, mow lawns, wash dog)
- Penny wars (pennies-1 point, nickels-5, dimes-10, quarters-25, team with the most points wins)

Example Fundraising Policy in North Carolina

Alexander County Schools

Encourage all school-based organizations to use services, contests or non-food items for fundraising programs. Encourage the use of *healthful foods* if food items are used for fundraising. The sale of candy as a fund-raiser is strongly discouraged.

For more information on local wellness policy...

www.actionforhealthykids.org
www.nchealthyschools.org
www.nutritionnc.com
www.eatsmartmovemorenc.com

