

HEALTHY FUNDRAISING SOLUTIONS



Foods and beverages sold at and by schools and afterschool programs should reinforce the healthy habits that we all seek to instill in youth, setting them up for lifelong success. Fundraisers can be successful and engage youth, the community, the school building and out-of-school time programs in meaningful ways without undermining healthy eating messages.

STEPS TO SUCCESSFUL FUNDRAISING

1 Update your wellness policy so that fundraisers must be activity-based, sell non-food items or only sell foods that meet the USDA's Smart Snacks in Schools nutrition standards

2 Talk with your PTO, principal, coaches, school and booster clubs, parents and food service staff about the importance of offering healthy fundraising options and provide them with examples

3 Enlist students to research and develop healthy, profitable fundraising ideas and include them in the planning process

4 Develop a budget and plan for the school year that includes:

- Identifying fundraising needs and what the funds will support
- Outlining potential fundraising activities
- Estimated revenue from each activity
- Estimated expenses resulting from activity
- A calendar of when the activities will occur
- Estimated involvement from youth and/or parents

To learn more and join the movement, visit HealthierGeneration.org



CREATIVE FUNDRAISING IDEAS

There are many examples of creative fundraisers that support your school or afterschool program while also supporting a healthy environment for kids. Here are a few of our favorites:



GET KIDS MOVING

Host a walk-, run-, bike-, dance-, skate-a-thon or a 5K color run

Organize a Zumba, dance or yoga night

Visit an ice skating rink

Hold a jump rope or hula hoop competition

Create a team sports tournament for youth and their families

Hold a field day at school and encourage youth and families to form teams and compete



SPARK CREATIVITY

Host a talent show

Hold a yard sale or auction where youth, staff and parents donate items

Ask local businesses to donate:

- a portion of sales of healthy menu items
- products or services to an auction
- event tickets to a raffle

Sell school-branded promotional items such as t-shirts or water bottles

Organize a student art or craft fair

Hold a coin drive competition between classrooms



SUPPORT HEALTHY EATING

Hold a “Taste of Your Town” event and invite local chefs to donate healthy dishes

Sell cookbooks with healthy recipes donated from parents, students and staff

Host a healthy cooking class and ask a local chef to donate his/her time

Sell healthy snacks made by youth after school*

Create a healthy family night and invite parents to attend and enjoy a healthy meal with their children and school or program staff

Hold a youth healthy cooking competition and ask local grocery stores to donate food to keep costs down

*Foods or beverages sold as fundraisers should meet the USDA's Smart Snacks in School nutrition standards. Consider reaching out to your School Nutrition Program to set up cooperative purchasing of Smart Snacks compliant products.

For more information on healthy fundraising, visit HealthierGeneration.org

