

Healthy Choices for School Fundraising

Making the case for healthy fundraising

In these days of tight school budgets, most schools are fundraising. Some common types of fundraisers, such as selling chocolate bars or cookie dough, go against the healthy eating lessons taught in the classroom and do not support efforts being made by families and community members to eat well.

There may be a misconception that 'healthy' products will not sell or fundraising activities that do not involve food are too hard to organize; however, more schools are finding that healthy fundraisers are making healthy profits for their school.

What is healthy fundraising?

Healthy fundraising raises money by using only foods with Maximum or Moderate Nutritional Value and/or non-food items.

Benefits of healthy fundraising

Healthy fundraising:

- Encourages and role models healthy habits (eg, healthy eating, being physically active)
- Reinforces the classroom healthy eating education
- Makes money for the school

Nutrition Tools for Schools

- Links to the 'whole school approach' to creating a Healthy School Nutrition Environment
- Shows parents and the local community that the school takes the health of its students seriously

Success to share

Gravenhurst Public School (GPS) is very focused on healthy fundraising but still wants to make the profit that they did from chocolate bar sales. One of their ideas that proved to be successful was selling Norcard Greeting Cards and Calendars. The school received 50 per cent of sales. GPS made over \$5000 using this fundraiser. They sold Christmas cards in the fall and this year plan to sell the calendars. They found the company reliable and it was easy to make a profit.

Submitted by Mary Ellen Deane, Public Health Dietitian, Simcoe Muskoka District Health Unit, 2006



Fundraising Ideas and Tips

Fundraising ideas... beyond food



- Collect donated items for a garage sale or hold a penny sale
- Hold a silent auction featuring the products and talents of local businesses (eg, round of golf, haircut, gift basket, car safety check-up, horseback riding lesson, manicure)
- Produce and sell an annual school calendar
- Operate a school tuck shop selling clothing, toothbrushes, jewelry, lunch or tote bags, school supplies and promotional items with your school's logo/crest
- Ask a local grocery or department store to donate a gift certificate and sell raffle tickets
- Partner with a local nursery and sell hanging flower baskets and/or bedding plants
- Make and sell bracelets for special days (eg, Valentine's Day and/or Mother's Day)
- Plan a flea market, used book or sports equipment sale
- Charge a small admission fee for a school dance that is organized by an intermediate/senior class
- Organize a teachers versus students or parents sports game (eg, hockey, volleyball, badminton or basketball game/tournament) and charge a small admission fee
- Ask students to collect pledges for a basketball hoop-shooting event, read-a-thon, jump-a-thon, ski-a-thon, bowl-a-thon or walk-a-thon
- Hold theme days where students pay to either dress up in their pajamas, etc, or have a crazy hair day
- Hold a raffle for gift baskets with different themes (eg, Italian theme basket with ingredients for a dinner for four, Italian CD, cookbook and red checker tablecloth)

Fundraising tips

- Promote quality products (eg, oranges that are in season); see the list below for some contacts
- Offer competitive prices (ie, good value to the customer but still make a profit)
- Offer samples of products to view and, if possible, to taste
- Keep your community motivated and involved in your fundraising; advertise in the school newsletter, newspaper and community centre, and on outside school signs

Fundraising Contacts

Product	Company Name and Contact Information
Apples	Martin's Family Fruit Farm 1-800-461-2391 or e-mail: apples@golden.net
Citrus fruit	Sunsweet Fundraising Inc. 1-800-268-1250 or www.sunsweetfundraising.com
	Sun Harvest Citrus 1-800-248-7870 or www.sunharvestcitrus.com
Hearty bean soup mix	Full O' Beans 905-451-9214 or e-mail: info@beanladies.com or www.beanladies.com
Cheese	Saputo Cheese Company - Top Fundraisers 1-800-563-7127 or e-mail: info@topfundraisers.ca or www.topfundraisers.ca
	Bright Cheese 519-537-2361 or e-mail: fundraiser@bch.on.ca or www.bch.on.ca
Calendars, holiday gift items, seeds, flower bulbs	Third Wave Fundraising 1-888-894-1130 or www.thirdwavefundraising.com
Flower bulbs	Veseys Bulbs 1-800-363-7333 or www.veseys.com/sub.cfm?source=fundraising
Seasonal greeting cards, calendars	Norcard Fundraising Programs 1-800-294-2792 or e-mail: inquiries@norcard.ca or www.norcard.ca
Unique gift/stationary items	Smiles Made Easy 519-894-1466 or e-mail: info@smilesmadeeasy.com or www.smilesmadeeasy.com
Mini first aid kits	Ouch Pack Fundraisers 1-888-643-FUND or www.ouchpack.com
Gift cards	Preferred One Inc. 416-863-0307 or www.preferredone.ca

For other items and fundraising ideas, search this Canadian fundraising directory:
www.canadianfundraising.com.

Does your school have a Healthy School Nutrition Environment?

A Healthy School Nutrition Environment exists when a school promotes healthy eating through words *and* actions. Students get the same message about food, nutrition and healthy eating wherever food is served – in the classroom, in the school and at home. The following nine Essential Elements¹ are recommended for a school to have a healthy nutrition environment.

Whole School Approach	Essential Elements
In the School	<p>Does your school offer healthy, reasonably priced and culturally-appropriate food choices? For example does your school have:</p> <ul style="list-style-type: none"> • healthy fundraising? • a school milk program? • a healthy tuck shop? • healthy 'special food' days? • non-food rewards in the classroom? • healthy classroom celebrations? • healthy refreshments at school meetings and events?
	Do parents, teachers and volunteers role model healthy eating and body image behaviours at school?
	Does your school have a Student Nutrition Program (eg, breakfast, snack and lunch)?
	Does your school practise safe food practices and have an allergy-safe environment?
	Are nutrition breaks at school appropriately scheduled?
	Does your school have a food and nutrition policy?
	In the Classroom
Do teachers have up-to-date nutrition resources to support the healthy eating expectations in the curriculum?	
In Homes and In the Community	Does your school provide student, parent and community education about healthy eating?

¹ Ontario Society of Nutrition Professionals in Public Health School Nutrition Workgroup. 2004 *Call to Action: Creating a Healthy School Nutrition Environment*.

Need more information?

Public health offers *Nutrition Tools for Schools - a toolkit for elementary schools*. Whether you're a teacher, parent, school administrator or volunteer, this toolkit will lead you through a step-by-step process to creating a healthy nutrition environment in your school. *Nutrition Tools for Schools* contains a variety of resources and tools to implement the nine Essential Elements listed above. For more information about this toolkit, please contact your public health unit/department.

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