

# Healthy School Fundraisers

Kids  
Can Do  
it!



## Fundraising Should Support Classroom Lessons

- Many schools still sponsor traditional fundraisers – those that sell low-nutrition foods and beverages. (Yes, we mean junk foods like chips, candy, cookies and sodas.)
- Selling less nutritious foods for fundraising contradicts nutrition messages taught in the classroom, giving the impression that schools care more about making money than about student health... all in the name of supporting a “good cause.”
- In contrast, **healthful fundraising gives consistent, positive health messages.**
- It is important that all foods and beverages sold by schools make a positive contribution to children’s health.

## Popular... But Unhealthy... Fundraising

- Sales of low-nutrition foods and beverages (cookie dough, candy, soda, etc.)
- Fundraisers at fast food restaurants and restaurants that serve low-nutrition foods
- Label redemption programs that include unhealthy products

## New School Fundraising Strategies

New school fundraising strategies including non-food fundraisers, healthy food fundraisers, and physical activity fundraisers provide a public demonstration of the school’s commitment to promoting healthy behaviors among students, families, and communities, while helping schools meet their financial needs!

### Healthy Fundraisers Happen Here!

#### Bennett IB World School’s Annual Fundraiser – the Bronco Stampede!

Bennett’s principal talks about the great success of their annual fundraiser – the Bronco Stampede – a single day “fun run” organized by their PTO...

*“The response over the past two years from students, parents, and the community has been overwhelming. With about the same amount of work we put into our old fundraisers, we have managed to increase the percentage of funds the school keeps from 60% to 75% and last year we grossed \$14,000. With the help of Healthy Kids Club, we have created a fundraiser that not only benefits our school community financially, but also increases our students’ motivation to get active and be healthy. I would encourage all schools to take a look at a ‘fun run’ for their school.”*

Michael E. Schooler, Principal  
Bennett IB World School, Poudre School District

## Search the Web

[www.cspinet.org/new/pdf/schoolfundraising.pdf](http://www.cspinet.org/new/pdf/schoolfundraising.pdf)

[www.all-fundraising.info/](http://www.all-fundraising.info/)

[www.easy-fundraising-ideas.com/](http://www.easy-fundraising-ideas.com/)

[www.nojunkfood.org/](http://www.nojunkfood.org/)

[www.schoolpop.com/moreinfo/pghome/](http://www.schoolpop.com/moreinfo/pghome/)

[www.stepbystepfundraising.com/](http://www.stepbystepfundraising.com/)

[www.reacheverychild.com/feature/fundraisers.html](http://www.reacheverychild.com/feature/fundraisers.html)

Note:  
These websites are resources only and do not imply endorsement of any company or product.

# Fundraising Ideas for Today's Healthy Schools

## “Fun”draising

- “Bakeless” bake sales
  - parents donate money to the school that they otherwise would have spent at a bake sale; no baked goods are sold
- Car wash (pre-sell tickets as gifts)
- Game night, bingo night
- Karaoke night
- Live or silent auction
- Festivals and carnivals
- Magic show, craft show
- Garage sale
- Recycling drive
- Raffle
- Sell or rent wishes



## Things to Sell

- Tupperware
- Greeting cards, stationary
- Gift wrap, boxes, bags, ribbon
- Discount/value cards
- Coupon books
- Gift certificates
- Plants, flowers, bulbs, seeds
- Balloon bouquets
- Books, calendars, magazines
- Pet treats, toys, accessories
- First aid kits
- Emergency kits for cars
- Rent a special parking space
- Scarves, knit caps, mittens
- Gift or picnic baskets
- Jewelry
- Bath accessories, lotions, soaps
- Music, videos, CDs, DVDs

## Physically Active Events

- Walk-a-thons, bike-a-thons
- Jump-rope-a-thons, bowl-a-thons
- Skate-a-thons, dance-a-thons
- Fun walks, fun runs, triathlons, duathlons
- Dances (kids, father/daughter, family, Sadie Hawkins)
- Tournaments – golf, tennis, horse shoe, volleyball

## Healthy Foods and Beverages

- Bottled water, 100% fruit juice
- Fresh fruit or veggies (boxes, baskets, trays, kabobs)
  - Fruit smoothies (low sugar, low-fat)
  - Granola or cereal bars (low-fat)
  - Trail mix, nuts, seeds, 100% fruit leather
  - Fruit & nut baskets, lunch box auctions

## Academics and the Arts

- Read-a-thon, science fair, spelling bee
- Workshops, lectures, classes
  - Art show or auction
- Singing telegrams, concerts
- Rent-a-band, rent-a-choir
- Talent show, plays, musicals

## School Spirit

- Apparel: t-shirts, sweatshirts, hats, visors, buttons
- School cookbook made by parents, teachers, kids
- Decals, bumper stickers, license plate holders
- Stadium pillows, blankets, cushions
- Frisbees, key chains, megaphones, pom-poms, spirit flags
- Rally rags, team towels, homer hankies

## Special Occasions

**Winter Holidays.** Christmas trees, wreaths, garlands, poinsettias, mistletoe, plants, flowers, stockings, wrapping paper, cards, gift items, candles, ornaments

**Valentine's Day.** Flowers, plants, cards, gifts, stuffed animals

**Fall Holidays.** Pumpkins, witches' brooms, table centerpieces

**Super Bowl.** Healthy snacks, pizza kits, deli sandwiches, chili mix kits

**Homecoming.** Anything with the school name or logo

**Mother's Day.** Flowers, plants, cards, gifts, stuffed animals

CanDo – Coalition for Activity and Nutrition to Defeat Obesity  
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