

Healthy School Fundraising

Although pizza kits, candy boxes, and other foods with little nutritional value have traditionally made up the bulk of school fundraisers, many schools are now exploring healthy alternatives.

Healthy fundraisers provide students with consistent messages about food and nutrition. The fundraisers demonstrate a school's commitment to promoting healthy behaviors within the school environment, as well as in the community outside of the school.

School fundraising efforts can usually be classified as one-time or on-going events. Fundraising drives are considered to be on-going, while one-day sales, special lunches, or events are one-time. These various fundraisers are typically bake sales, candy sales, fast-food lunches at school or events at a restaurant, and sales of pizza or pizza kits.

Schools are encouraged to work towards incorporating fundraising efforts that provide healthy foods, involve physical activity, or sell non-food items. Schools should work to eliminate the use of foods with low-nutritional value and fast foods for raising money.

When determining which fundraising efforts will be most

Choose a fundraiser that supports wellness and promotes a healthy school environment!



successful at your school, it is important to be creative and to involve the entire school community. Using healthy foods or non-food products for fundraising efforts are great ways to reinforce the importance of adopting a healthy lifestyle. Selling fruits, nuts, and healthy food options is a great way to raise money. Others include drives selling gift wrap, stationary, flowers and plants, or magazines.



Events that engage the community in physical activity is also a way to encourage healthy habits. Runs, walks, and bike rides can be used to raise money. Other examples include basketball and golf tournaments, dance-a-thons, or car washes.



Resources for Fundraising Ideas:

Healthy Fundraising

www.healthy-fundraising.org/index.htm

5 A Day

www.5aday.org/html/educators/options.php

Center for Science in the Public Interest

www.cspinet.org/schoolfundraising.pdf

Alliance for a Healthier Generation

www.healthiergeneration.org/schools.aspx?id=86

Nutritional Development Services

222 N 17th Street, Philadelphia, PA 19103
(215) 895 - 3470
www.nutritionaldevelopmentservices.org

Thinking Outside the Pizza Box...

Try these creative fundraising ideas at your school to raise money!



- **Promote Physical Activity!**

Encourage your school to organize walks or runs to raise money. Dance-a-thons, jump rope-a-thons, and basketball tournaments are other active ideas! Advertise your school's event and get the community involved too!

- **Sell Healthy Foods!**

Instead of candy, cookie dough, and pizza, your school can sell fruit, fruit baskets, trail mix, healthy snacks, or other foods that encourage healthy eating habits! By choosing to sell healthier foods, your school is promoting healthy habits in the community.

- **Show School Spirit!**

Sell key chains, bumper stickers, sweatshirts, t-shirts, pencils, water bottles, and other products with the school colors and logo on them. This is a great way to raise money while encouraging school spirit! Sell products at school stores, school-sponsored events, and to families and community members.

- **Sell Student Services!**

Organize a car wash, leaf-raking effort, recycling drive, or other type of service that students at your school can provide to the community! This is a great way to encourage the students to get involved in the community while raising money for their school!

- **Show Some Variety!**

Fundraisers are available for a wide range of products. Take advantage of the many companies and organizations that offer creative fundraising options. For example, your school can sell wrapping paper, candles, flower bulbs, cookbooks, lotions and soaps, and other great products!

- **Get Creative!**

Sponsor a book fair, organize a school carnival, hold a cheerleading or sport clinic, sponsor a raffle, plan an auction- there are many opportunities for your school to raise money with fun and creative fundraising ideas!

