



**Action for Healthy Kids®**

Action for Healthy Kids™  
of Alabama

# GUIDE TO HEALTHY school fundraising



## **FUNDRAISING SHOULD SUPPORT CLASSROOM LESSONS**

In 2000, the Center for Disease Control and Prevention's (CDC) School Health Policies and Programs Study (SHPPS) reported that 82 percent of schools used food and beverage sales for fundraising activities. Among the most commonly sold foods were chocolate candy, baked goods (including cookies, crackers, cakes, pastries), and candy other than chocolate. Selling less nutritious food items for fundraising contradicts nutrition messages taught in the classroom, giving the impression that schools care more about making money than about student health. In contrast, healthful fundraising gives consistent, positive health messages. New school fundraising strategies which include the sale of healthy foods and non-food items, is a public demonstration of the school's commitment to promoting healthy behaviors among students, families and the communities at large, while helping schools meet their financial needs.

## **OBESITY RATES ARE SKY-ROCKETING**

Obesity rates among children and adolescents are sky-rocketing. Rates have doubled among children and tripled among teens since 1990. Two pilot studies in Alabama schools in different regions found 17% of youth at risk for overweight and 27% already overweight. The health consequences of this are serious: more youth are becoming diabetic, more have elevated blood pressure and more suffer the psycho-social effects of being overweight.

Overweight is caused by a combination of too many calories from foods and beverages and too little physical activity. With physical activity programs declining in schools, it is important to promote fundraising activities that reinforce good food choices and lifestyle behaviors. You will find examples on the back.

## RECOMMENDED

# Fundraising Options

## Instead of Candy Sell:

- ▶ Fresh fruit/ fruit baskets
- ▶ Nuts
- ▶ Pizza kits
- ▶ Popcorn
- ▶ Low fat cereal bars
- ▶ Trail mixes
- ▶ Gourmet food baskets

## Looking for Other Ideas? Sell:

- ▶ Tupperware
- ▶ Greeting cards
- ▶ Valentines/ telegrams
- ▶ Stationary
- ▶ Gift wrap, ribbons
- ▶ Baskets
- ▶ Lotions, soaps
- ▶ Picture frames
- ▶ Magazine Subscriptions
- ▶ Holiday wreaths
- ▶ Ornaments
- ▶ Flowers, plants, bulbs
- ▶ Coupon books
- ▶ Balloons
- ▶ Calendars
- ▶ Jewelry
- ▶ CDs/ DVDs
- ▶ Garage sales
- ▶ Services (lawn care, salon, housecleaning)

## Try Your Luck! Sell Raffle Tickets for a Chance to Win:

- ▶ Gift certificates (to local restaurant, gym, store)
- ▶ Gift baskets/ theme bags
- ▶ Yearbooks, class rings
- ▶ VIP parking spaces
- ▶ Movie theater passes
- ▶ School event tickets (dances, sporting events)
- ▶ Salon gift cards

## Got Team Spirit? Sell:

- ▶ Apparel (t-shirts, hats/ visors, buttons)
- ▶ Spirit/ Booster badges
- ▶ Decals, bumper stickers, tattoos
- ▶ Mugs, koozies, souvenir cups
- ▶ School cookbooks
- ▶ Calendars
- ▶ Key chains
- ▶ Stadium blankets, pillows
- ▶ Pens, pencils, erasers
- ▶ Frisbees, jump ropes

## “Fun”draising:

- ▶ Talent shows/ school plays
- ▶ Fun runs
- ▶ Walk/ Bike/ Dance/ Bowl/ Jump rope-a-thons
- ▶ Car washes
- ▶ Dances (traditional, father/daughter)
- ▶ Golf tournaments
- ▶ Carnivals/ festivals
- ▶ Craft sales



*Adapted from California Project LEAN.*

For more information and to see guides on other topics, visit the Alabama section of the Action for Healthy Kids Website:

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

For additional copies of this document or questions,  
call the Alabama Department of Public Health Nutrition and Physical Activity Unit.

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