



HEALTHY FUNDRAISERS

Promote family health and well-being. Fundraising events and activities that don't involve selling food to eat on the spot provide schools with a powerful opportunity to send consistent, positive health messages, enhance classroom lessons and promote healthy living to students and families. Traditional fundraisers often focus on selling low-nutrition foods, which put student health and performance in jeopardy. Why not promote healthy eating or physical activity and raise money for your school at the same time?

Selling Food for Immediate Consumption

Fundraisers that involve the sale of foods and beverages intended for immediate consumption during the school day (such as school stores or vending machines) must meet the USDA's Smart Snacks in School Rule. Even though foods and beverages sold outside of the official school day (such as family events or concessions at sporting events) are exempt from these federal standards, encouraging healthier options at these community events sends a strong, positive message about how student health is valued. To learn more about the standards and for ideas on selling healthier food at school, check out AFHK's Food Sales at School tip sheet and Game On activities: Healthy Vending, Smart Snacks Standards, Pricing Strategies to Encourage Healthy Eating, Healthy School Store.

Are Healthy Fundraisers Profitable?

Many non-food and healthy-food fundraisers generate profits for schools equal to or greater than profits from fundraisers selling low-nutrition foods.

Sample Profits — Healthier Fundraisers¹

- **\$1,000:** A school sells 1,440 water bottles with the names/logos of 5 local business sponsors
- **\$4,500:** A walk-a-thon with 100 student, parent and family member walkers each raising \$50 in sponsorships
- **\$9,000:** 110 families buy scratch cards with discounts at local businesses
- **\$30,000/year:** 100 families belong to a grocery store Scrip program

Fundraisers that Promote Healthy Eating

- Fruit and vegetables boxes, baskets or bundles
- Healthy spices and seasonings
- Cookbook of families' healthy recipes
- Cookware and kitchen utensils
- Herb starter kits
- School seed stores
- Farmers markets
- Family nights at healthy restaurants

¹See ActionforHealthyKids.org/References



Other Non-Food Fundraising Ideas

- Car washes
- Game night, bingo night
- Auctions (live, silent or online)
- Candles, lotions, soaps, greeting cards, stationery
- Plants, flowers, bulbs, seeds
- Discount cards/coupon books
- Magazine subscriptions
- Recycling (cell phones, printer cartridges)
- School spirit apparel and merchandise
- Holiday-themed decorations and greenery
- Rent a special parking spot
- Parents' day/night out — provide child care with open gym and activities for kids so parents can holiday shop or have an evening out
- Community craft fairs or garage sales — solicit donated items to sell
- Raffle tickets with donated prizes and special items — like a front row "VIP" reserved seat at a school concert

Fundraisers that Promote Physical Activity

- Fun walks or runs
- Walk-a-thons, bike-a-thons, jump-rope-a-thons, bowl-a-thons, skate-a-thons, hula-hoop-a-thons
- School dances
- Family obstacle courses
- Golf or tennis tournaments
- Teacher-student competitions (volleyball, softball, Frisbee)
- Community garden assistance (weeding, raking) for donations
- Sale or delivery of garden mulch, water softener salt or other home maintenance items for set price
- 30-day fitness and fundraising challenges
- Sport camps for kids — enlist high school athletic teams to hold introductory classes for kids or partner with city parks and recreation



ACTIVE FUNDRAISERS ARE A BLAST!

At **Hoffman Trails Elementary in Hilliard, Ohio**, it was a tradition for the PTO to plan an academically-based "thon" as an annual fundraiser, such as a math-a-thon or history a-thon. But parent Kelly Schulze wasn't thrilled with the unhealthy prizes that were offered, so she took matters into her own hands and organized a "Hippity-Hop-a-Thon."

Students collected pledges for their participation, and they earned prizes like extra recess and tickets to attend a school dance with local radio talent serving as DJ. If they raised \$50, students could take home their very own hippity-hop ball. The fundraiser turned out to be a huge success. Every single student participated and had a blast.

Active fundraisers help students get the recommended 60 minutes of physical activity every day, and they can help families develop healthy habits together. Check your district wellness policy or school improvement plan to see if they contain any guidelines or goals about increasing physical activity or promoting better health through fundraising activities. If not, find out what it would take to add some so that your efforts become part of the school culture for many years to come.



Resources

Action for Healthy Kids Game On Activities
actionforhealthykids.org/game-on-activity-library
Healthy Fundraising

Center for Science in the Public Interest
cspinet.org/sites/default/files/attachment/schoolfundraising_0.pdf



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