



Healthy Schools Fundraiser Toolkit



Provided by the District Wellness Advisory Council
Committed to creating policies and practices to ensure every child thrives!

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All of the information in this packet, and much more, can be found on the D51 Healthy Schools website.

Please visit www.tinyurl.com/D51HealthySchools or click on the D51 Healthy School icon in ClassLink.



D51 Wellness Policy regarding Fundraisers

D51 ADF Goal #2 Policy Statement:

The District will implement and promote a healthy school environment including nutrition education, proper dietary habits, and healthy nutrition choices contributing to a student's health and academic performance.

Nutrition education will be in accordance with the District's academic standards for comprehensive health education. All foods and beverages sold or provided to students on the school campus during the school day shall meet or exceed the District's nutrition standards. All schools participating in the National School Lunch and/or School Breakfast Programs shall comply with state and federal rules and regulations regarding school meals, competitive food service and the Smart Snacks in School nutrition standards.

In accordance with applicable federal law, schools shall comply with the Smart Snacks in School nutrition standards in the marketing of any foods or beverages sold to students during the school day.

D51 ADF Goal #2 Objectives for Fundraisers:

- All school fundraisers shall comply with the Competitive Food Policy & USDA Smart Snack guidelines
- Schools will be allowed three (3) one-time fundraisers, per school, that are exempt from the USDA Smart Snacks in Schools Guidelines, per year.

Policy Justification:

School Fundraisers can be healthy and profitable.

Parents entrust schools with the care of the children during the school day. Selling unhealthy food in schools undermines parental authority and parents' efforts to feed their children healthy foods. When parents send their children to school with money for lunch, they should not have to worry that their child will spend the money on unhealthy snacks rather than a nutritious lunch.

Students should receive consistent messages about health throughout the school day, across all subjects, and in all school venues—from the classroom to the cafeteria to the gymnasium. Selling low-nutrition foods in schools contradicts nutrition education and sends the message that good nutrition is unimportant.



Fundraiser Guidelines for Schools & Parent Organizations

How to use this guideline

This guideline outlines a change in School District policy regarding food-based fundraisers. We realize this is going to be a change for clubs, organizations and PTA/PTO at your school, and we realize that school administrations are going to have to bear the burden of communicating and enforcing these changes. These guidelines are intended to help with the communication of the “what” and the “whys” of the policy and to give ideas of fundraisers that can replace the old ones. If you need additional assistance, please contact Ayme Zortman or Dan Sharp.

District Policy

The school [policy](#) page simply states that all fundraisers involving sales of food on school grounds, during school hours, must comply with the USDA Smart Snack guidelines. Each school will be allowed three, one-time fundraisers per year that are exempt from the Smart Snack guidelines.

What can we sell?

Non-food fundraisers can be held anytime on school property, with permission from the school. Food-based fundraisers held on school property during school hours only if the food meets one of three criterion:

- Food that will most reasonably be consumed at home can be sold and distributed at school, even if the food does not meet the Smart Snack Guidelines. Examples of such fundraisers include pre-order sales of frozen pizzas or cookie dough. To avoid disruption in the class, students should always consult with their school about delivering items during school times.
- Food that can be consumed by students at school can be sold only if it meets the Smart Snack Guidelines (www.fns.usda.gov/healthierschoolday/tools-schools-smartsnacks).
- Food that does not meet the Smart Snack Guidelines can only be sold if the sales *and distribution of the food takes place outside of school hours*. We strongly encourage school groups to meet the spirit of the District Wellness Policy and consider selling non-food items or food that meets the Smart Snack Guidelines.

What can't we sell?

Food that can be consumed by students during school hours cannot be sold or distributed if it does not meet the Smart Snack Guidelines. Examples of this food include soda, candy, and doughnuts.



Fundraiser Guidelines for Schools & Parent Organizations continued...

Why this policy?

We know that extracurricular programs and community-based programs rely on fundraisers. However, when they occur on school property, during school hours, they must comply with all of district policies, not just those concerning student health and wellness.

School approval of fundraisers that sell unhealthy food undermines both the district's and parents' efforts to feed children healthy food. Students should receive consistent messages throughout the day that eating healthy food is important.

Fundraisers that sell food that can be consumed during the school day can also put the district in serious legal and financial jeopardy. Our school district participates in the National School Lunch and Breakfast program, which allows many of our children to receive healthy meals through the federal Free and Reduced Lunch and Breakfast Programs. For many of our children, this is the most nutritionally complete meal they will eat that day. The USDA (and district) does not want students to fill up on unhealthy food during the school day and not have room for a nutritious lunch. As such, state and federal regulations prohibit the sales and marketing of unhealthy food during the school day. This is called the Competitive Foods Provision. School districts that participate in the National School Lunch and Breakfast program that allow unhealthy foods to be sold during school hours can be required to pay back all the reimbursement for free and reduced lunches provided to students.

Thank you for helping us stay in compliance with the law and encouraging healthy choices for our students.



School Fundraiser Ideas

Active

- Fun Runs
- 5Ks
- Obstacle Courses
- Rock-a-thon
- Dance-a-thon
- Sports Tournaments
- Coupon books

Support Healthy Eating

- Create a healthy family meal night
- Sell healthy snacks
- Sell cookbooks with healthy recipes donated by the school community

Service

- Health.Moves.Minds
- Kids Heart Challenge
- Parents Night Out
- Community Clean Up

Sales

- Parents Night Out
- Craft Fairs
- Book Fairs
- Fidget Toys
- Popcorn
- Flowers
- Seed packets
- School Merchandise
- School Supplies
- Holiday Gifts
- "Warm Fuzzies" kindness notes from student to student
- Activity: jump ropes, cup stacks, Frisbees or Spin Jammers, sports balls



Be Creative

- Silent Auctions
- Craft Fairs
- Spelling Bee
- Trivia Competition
- Dress Up Days
- Read-a-thon
- Talent Show/Battle of the Bands
- Yard Sell
- Movie Night
- Principal Challenge
- Recycle Drive
- Grocery Store value cards
- Amazon Smile



Inspire healthy habits, fuel active minds, and teach kids to thrive physically and emotionally with this new service-learning program!

About the Program

Across the country, today's children and adolescents — at all grade levels — do not get enough physical activity, and are struggling with anxiety, depression, and other mental health challenges. Understanding these challenges, promoting an active school environment, and teaching children how to cope with stress, bullying, and societal pressures can make all the difference.

The health. moves. minds.™ program brings the lessons, activities, and community-building ideas that can help kids live their best lives.

Please Note: You will need to create an account at www.shapeamerica.org in order to access the information and lesson plans K-8. High School Lessons will be available in the Spring of 2020.

There are two flexible fundraising options when you sign up for the health. moves. minds. program to help you make the biggest impact in your school & community!

Option 1

Support Your School

Grow Your HPE Program

Support overall school wellness!

Receive 50%

of all funds raised from your program in the form of a Gopher Sport gift card.



SPECIAL MATCHING BONUS An additional 10%

for the extra funds you need from Gopher Sport!

Option 2

Support Your School AND Community

Pay It Forward

Share the love & make a local impact!

Receive 25%

of all funds raised from your program in the form of a Gopher Sport gift card.



GIVE BACK OPPORTUNITY Give 25%

of the overall funds from your program to a local charity of your choice!

Your impact goes even further! The remainder of the funds raised will help support health and physical education programs and advocacy at the local, state and national levels.



American
Heart
Association®



Take the Challenge!

Formally known as Jump Rope for Heart or Hoops for Heart, The Kids Heart Challenge is a fun and exciting event where your student learns about their heart while helping others by raising money for the American Heart Association. It prepares your child for success through physical and emotional well-

Why should your school register to participate?

Earn Give-Backs and Incentives

- Earn US Games certificates as well as receive 10% off when using certificates and free shipping.
- Direct contributions back to your school.
- Participating schools are eligible to apply for up to \$3,500 in grant funding. A total of \$400,000 in funds will be granted this year!

Build Your Curriculum

- OPEN curriculum provides a series of classroom-based physical activity plans and resources that support social and emotional learning.
- PE-focused curriculum modules for physical, personal and social responsibility.
- More curriculum in development to support whole child.

Support Your Community

- Fun interactive characters that reinforce emotional and physical well-being with augmented reality interface and easy online fundraising.
- Updates to our popular app and new Heart Hero characters with encouraging messages to support the whole child.
- Facebook community site for educators to share stories, best practices and successes.

For more information:

- go to www.heart.org
- click on "Ways to Give"
- Click on "Kids Heart Challenge"

