Healthy Fundraising

What's wrong with candy sales?

Children's lifelong eating habits are greatly influenced by the types of foods and beverages available to them. When less healthy foods are sold "for a good cause", children may think that these foods are a healthful part of a balanced diet. Such misperceptions can contribute to development of poor eating habits. Schools and child care centers encourage healthy eating habits by avoiding fundraisers that rely on the sale of less healthy foods such as candy and cookies.

Benefits of Healthy Fundraising:

- **Healthy kids learn better:**
  Research clearly demonstrates that good nutrition is linked to better behavior and academic performance. To provide the best possible learning environment for children, schools and child care centers must also provide an environment that supports healthy behaviors.
- **Provides consistent messages:**
  Fundraising with healthy foods and non-food items demonstrates a commitment to promoting healthy behaviors. It supports the lessons children are learning about health, instead of contradicting them.
- **Promotes a healthy school or child care environment:**
  Children need to receive consistent, reliable health information and ample opportunity to use it. Finding healthy fundraising alternatives is an important part of providing a healthy school or child care environment.

"What message does it send our children when we constantly preach to them about getting more exercise, eating healthy and cutting back on junk food and then ask them to sell truck loads of cookie dough and candy bars to friends and family?"

www.fundraisinggreen.com

Positive Options

Try one of these fundraiser options that have a positive impact on children, families and the community.

Here are a few examples to get you started:

Support Academics

- Read-a-thon
- Science fair
- Spelling bee
- Workshops or classes
- Book fair

Support the Arts

- Art show
- Concerts
- Dances
- Plays and musicals
- Talent show
- Singing telegrams
- Rent-a-band, rent-a-choir, or rent-a-music group

Support Physical Activity

- Walk-a-thon
- Bike-a-thon
- Jumprope-a-thon
- 5-mile fun run/walk
- Golf, tennis, horseshoe or other sports tournament
- Bowling or skate night
- Sports camps or clinics

More Activities

- Garage sale
- Live or silent auction
- Carnival
- Giant game of musical chairs
- Guessing games
- Car wash
- Pet wash
- Game night
- Craft show
- Magic show
- Haunted house
- Penny war
- Recycling drive
- Festivals
- Bingo night
- Karaoke competition
- Chess, checkers or other tournaments
- Treasure hunt or scavenger hunt
- Gift wrapping services
- "Parents Day Out" babysitting services
- Rent-a-teen helper (rake leaves, mow yards, etc)



Items to Sell Other Than Food:

- Candles
- Greeting cards
- Gift wrap, boxes and bags
- Magazine subscriptions
- Coupon books
- Gift certificates
- Cookbooks
- Balloons
- Holiday ornaments/wreaths/ flowers/trees
- T-shirts and sweatshirts
- Books
- Calendars
- Buttons and pins
- Customized stickers
- Crafts
- First aid kits
- Emergency kits for cars
- Batteries
- School spirit gear
- Plants, flowers, or seeds
- Brick, stone or tile memorials
- Temporary tattoos
- Stuffed animals
- Coffee cups and mugs
- Special parking space rental
- Scarves and stocking caps
- Spirit, seasonal, state or U.S. flags
- Bumper stickers
- License plate holders
- Tickets to sporting or fine arts events
- Jewelry
- Flower or balloon bouquets for special occassions
- Artwork
- Newspaper and/or yearbook space or ads
- Stationary
- Stadium pillows
- Used books, CDs, videos, DVDs
- School supplies
- Greeting cards
- Refillable water bottles

Healthy Food and Beverage Items to Sell:

- Low-fat popcorn
- Fresh fruit and vegetables
- Fruit baskets
- Nuts or seeds
- Trail mix
- Fruit smoothie mix
- Frozen bananas
- Whole wheat pasta and sauce kits
- 100% juice
- Low fat or fat free milk
- Community dinners



This handout was developed with information from the following source:

- South Dakota Department of Education

For more information on KS School Wellness Policy Model Guidelines, to www.kn-eat.org, School Wellness Policies.

Kansas state department of Education

USDA

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