

Healthy School Fundraising

Schools, parent councils and fundraising committees are always looking for creative ways to earn money, but selling things like pizza, chocolate milk, chocolate bars and candy sends the wrong message to students.

Research has shown time and again that an unhealthy eating pattern is one of the many factors that can increase the risk of illness and disease. We can all agree that we want our children to live long, healthy and happy lives, so why are we selling them, and asking them to promote, the exact foods we're trying to teach them to limit?

The school food environment should reinforce classroom nutrition education to maximize effectiveness and allow students to practice what they're learning. Enlisting students to promote and sell unhealthy foods undermines education and sends the message that money is of higher priority than student health.

The Ministry of Education also states that all food and beverages sold in schools or used for fundraising on school property, must meet nutrition standards from the School Food and Beverage Policy. Schools are encouraged to follow these standards for all fundraising, even when activities occur off of school property.

You can help by making the switch to non-food or nutritious food only fundraisers, and make fundraising "fun"-raising. Support positive health messages by creating fundraising initiatives that both support classroom lessons and earn money. Become a role model for healthy fundraising and demonstrate your commitment to health promotion.

There are many creative ways to have a healthy yet successful fundraiser. See below for fundraising tips, and the chart on the back of this page for ideas and inspiration. For a more detailed list of fundraising options visit tbfoodstrategy.com/resources/ under School Food Environments.

Fundraising Tips:

- Create a healthy fundraising policy to guide your school
- Form a committee with students, staff and parent volunteers
- Link promotion of the fundraiser to the school curriculum and have students develop a marketing plan - advertise in the newspaper, on the radio, through social media, in the school newsletter, etc.
- Promote quality local products and offer competitive prices
- Highlight the purpose of your fundraising campaign, specifically what the funds will be used for
- Include the broader community in events, like a spaghetti and salad dinner night, so funds don't always have to come from families and relatives
- Coordinate fundraisers around holidays, events or seasons when people are already planning to spend money
- Have a fundraising marker (e.g. a thermometer) and celebrate when goals are met
- Have whole-school incentives, like having a teacher wear a funny costume or give everyone extra recess time, when a goal has been met
- Use the school newsletter to tell families about the switch to healthy fundraisers and why it is important



Healthy Fundraising Ideas

Healthy Food Options*	Non-Food Options	Services
Fruit & Vegetable Bundles: Sell seasonal produce from local or regional farms	Flowers: Poinsettias (Christmas), Roses/ Carnations (Valentine’s Day)	Car Wash: Charge a set fee for every car or collect donations
Spices and Seasonings: Sell bundles of spices, seasonings, or soup mixes	Cookbooks: Collect recipes and create cookbooks to sell	Walk/Dance-a-thon: Collect pledges for walking/dancing a specific distance/# of hours
Cook-off: Sell tickets to a cook-off of soup or chili	Calendars: Create and sell a calendar of student artwork	Community Garage Sale: Sell donated items
Cooking Class: Host & sell tickets to a themed cooking class	Raffles/Silent Auctions: Have prizes donated and sell raffle tickets or bid	Sport Night: Host a sport “tournament”; people submit teams for a certain price
Healthy School Barbecue: Host & sell tickets for a healthy barbecue	Coupon Books: Sell booklets with discounts for products & services	Game Night: Host & sell tickets to a community game night; bingo, trivia, karaoke
Dinner Event: Host & sell tickets to a healthy dinner	Holiday Decorations: Sell wreaths, ornaments, pumpkins, etc.	School Play/ Concert: Host and sell tickets to a student play or music concert
“Fresh Fridays”: Prepare and sell small bags of fresh fruits and veggies to students on Fridays	Scrip Programs: Sell gift cards to use for everyday purchases at retailers that support the program	Parents’ Night Out: Provide childcare with activities while parents have an evening off
White Milk Program: Sell white milk to students at lunch	Art or Exercise Night: Host paint night, dance lesson, yoga, etc.	Gift Wrapping: Offer wrapping of gifts at Christmas
Citrus Fruit, Meat or Cheese: Sell foods that contribute to a healthy eating pattern	School Apparel: Sell school spirit apparel (T-shirt, scarves, hats, etc.)	Silly Activities: Enlist a teacher to do something silly (e.g. principal shaves head)
	Book Fairs: Sell books & school supplies	Pyjama Day: Students pay a small fee to wear pyjamas to school

* Remember, when preparing and/or serving food, to always follow basic food safety and infection prevention measures, such as frequent hand washing, sanitizing of preparation equipment, cooking and storing foods at proper temperatures, not allowing sick individuals to handle food, etc.



If you would like more information on healthy school fundraising, or to request support for your fundraising committee, contact the Healthy Schools Team at 807-625-5972.