

Healthy School Fundraising

Many schools rely on fundraising to supplement school budgets and pay for equipment, supplies and events. Many schools are considering selling healthy foods instead of less healthy food as a way to raise money. Research shows that non-food and healthy food fundraisers produce profits equal to or greater than profits from unhealthy food fundraisers.

This resource will help your school create a healthy fundraising policy and provide fundraising ideas.

Getting Started

Steps to Create a Healthy Fundraising Policy

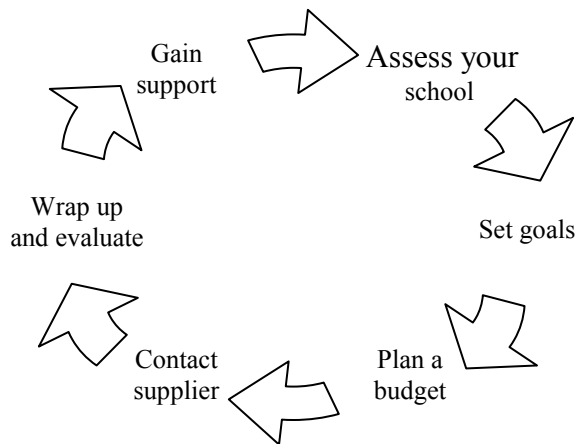
Creating a Healthy Fundraising Policy will display your school's commitment to health. A policy states *what* should be done, *why* it should be done, and *who* should do it. Procedures outline *how* to achieve a policy's goal. Your fundraising policy can be part of a larger Healthy Environment Policy for your school.

1. **Form a Team.** Recruit members from all groups who will be affected by a fundraising policy. Look for people in your school community who are excited about creating a healthier school. Invite parents, students and teachers to join the team.
2. **Discuss the Purpose and Goals of Your Policy with your school community.** Think about the following questions:
 - Why is this policy important to your school?
 - How will this policy impact your school?
 - What are your goals?
 - How can changes be broken down into easy steps?
 - What results will decide your success?
3. **Write Your Fundraising Policy.** Your policy should address the most important goals of your team. Make sure to check if there are other policies that may affect fundraising. For example:
 - Advertising Policy
 - Health Promoting Schools Policy
 - Sponsorship Policy
4. **Monitor and Evaluate Your Fundraising Policy.** This will let you know if your efforts are of use. Monitoring what works and what does not will help you improve your policy.

Developing a Healthy Fundraising Action Plan

A key part of a successful fundraiser is to create a healthy fundraising action plan. An action plan outlines the steps your school needs to take to achieve its goals.

- **Gain support** - Involve parents, staff and students in the planning process to build support.
- **Assess your school** - Seek input about what fundraising activities your school would support. Survey your school community to find out what they would like to do. Contact other local schools to find out what fundraisers are being done.
- **Set goals** - Set Specific, Measureable, Achievable, Rewarding, Timely (SMART) goals. Setting SMART goals will make your goals more focused and reachable.
- **Plan a budget** - Be sure to set a SMART goal for how much money you would like to raise. If you are selling products, set targets for students to aim for. Know how much money is on hand to purchase products.
- **Contact supplier** - Contact suppliers to find out more information about current products offered, cost, profit, and the work involved.
- **Wrap up and evaluate** - Hold a wrap up event to thank each person for their efforts, and share the results of the fundraiser. Evaluate your success by comparing the outcome to your original SMART goals.



Tips for Successful Fundraising

Teamwork

- Create a fundraising team to share ideas and the workload.
- Contact other schools for their fundraising ideas and resources.

Promotion and marketing

- Use the resources currently in your school. For example, invite art students or technology students to help create signage for the event.
- Use local newspapers, radio, and TV stations and social media to promote your fundraising efforts.
- Advertise well in advance. Have posters up around the school and community at least one month before your event.
- Check to see if other events are happening on the same day.
- Have a kick-off event to get your campaign rolling.
- Involve students in the promotion process.

Evaluation and celebration

- Take pictures of your event. These pictures can be used for promoting next year's event.
- Display a large thermometer to keep track of how close the school is to achieving its goal.
- Debrief after fundraising events and record what worked and what didn't work.
- Celebrate everyone's involvement so they know their time and efforts are valued.

Gaming license

- When hosting fundraising games (raffles and bingo), a gaming license is required.
- For more information check the Alberta Gaming and Liquor Commission website: www.aglc

Food safety

Use safe handling practices to reduce the risk of food borne illnesses.

- Make sure food is handled safely during transportation and storage.
- Be aware of allergies students may have.
- Contact your local Environmental Health Services (www.albertahealthservices.ca/info/service.aspx?id=1052204) for more information on safe food.
- See www.albertahealthservices.ca/assets/wf/eph/wf-eh-school-food-activities.pdf for information about food permits.

Fundraising Ideas

Fundraising While Promoting Healthy Eating

Schools commonly use food and drink sales to raise funds. Schools can promote healthy eating by making healthier foods and drinks the easy choice.

Tips

- Refer to the [Alberta Nutrition Guidelines for Children and Youth](#)(ANGCY) to choose healthy foods that you will serve or sell at fundraisers
- Price healthier (Choose Most Often) foods lower than less healthy foods to promote sales.
- Offer incentives on healthy foods such as “Buy 1 Get 1 Free” deals or frequent buyer stamp cards.
- Choose to serve or sell lower fat milk and alternatives and lean meat and alternatives.
- See the [Inspiring Healthy Eating](#) and [Cookspiration](#) websites for recipe ideas.
- Adapt favourite recipes to make them healthier. Add vegetables and fruit to recipes and use whole grains.

Events

Sell and serve food and drinks which meet the Choose Most Often or Choose Sometimes Criteria from the ANGCY.

- Visit the [healthy eating starts here.ca](http://healthy.eating.starts.here.ca) website for breakfast event food ideas search: [Wake up to Breakfast Everyday](#) or the [School Breakfast Program Toolkit](#). For lunch event food ideas search: [What's for Lunch](#) or [Special Event Days](#).
- Community events are a great way to involve members of the community while raising funds at the same time. Here are some examples:
 - Dinner fundraiser with a silent auction.
 - Fall harvest fundraiser. Have students help harvest foods from a local farm, and prepare and serve a special meal.
 - Work at community events. A local event may be willing to pay the school to staff the door, do the set up, cleanup, or staff the snack booth.
 - See [Healthier Barbecues](#) to plan an outdoor barbeque.

Sales

Sell healthy foods and drinks that meet the [Alberta Nutrition Guidelines for Children and Youth](#) Use the [Healthy Food Checker](#) on the Healthy Eating Starts Here.ca website to find out if the food or drink meets the Choose Most Often or Choose Sometimes criteria.

- Vending machines and school stores
 - Ask vendors for a list of items that meet the Alberta Nutrition Guidelines for Children and Youth.
 - Ask for vending machine banners that use only healthy images (such as plain water, milk, 100% juice, vegetables, fruits).
 - Stock vending machines and stores with healthy foods and drinks.
- Bake sales
 - Ask your school community for donations of bake sale items that meet the Choose Most Often or Choose Sometimes categories of the Alberta Nutrition Guidelines for Children and Youth. Use the [Healthy Food Checker](#) to find out if the food or drink meets the Choose Most Often or Choose Sometimes criteria. Choose Most Often recipes are low in fat, sugar and salt, and are made with whole grain flour.
 - If preparing items for sale, choose recipes which fit the Choose Most Often or Choose Sometimes criteria, by analyzing the recipes using Eat tracker's Recipe Analyzer at www.eattracker.ca/. Compare the values with the Alberta Nutrition Guidelines for Children and Youth. Make or cut smaller portion sizes of recipe items to increase your profits while providing smaller amounts!

Fundraising While Promoting Physical Activity

Schools can promote physical activity, enhance school spirit and fundraise at the same time!

Events

- Bowl, bike, walk "a-thons"
 - Collect pledges based on the distance travelled or the number of points made.
- Carnivals with games for the whole family
 - Rent a dunk tank, basketball hoop or bounce house
- Charge an entry fee for events with proceeds going towards the school's fundraising fund:
 - Sports clinics led by high school players
 - Dances
 - Tournaments such as soccer, baseball and other sports.

Sales

- Sell items which promote physical activity. Examples include: gym passes, jump ropes, mouth guard kits, pedometers, sports equipment, sports bags with activity themes (soccer, baseball, etc.), sunscreen and water bottles.

Services

- Recruit students to volunteer their services for a small donation. Example include: yard work or shoveling snow, dog walking, and car washes.

Fundraising While Promoting the Arts

Showcase student music and art!

Events

Proceeds of entry fees go toward the school's fundraising fund.

- Art and craft shows
- Holiday concerts
- Dinner theatre – have the foods class make the food and the drama class perform.
- Fashion shows – work with local shops to showcase their clothes. Students are the models!
- Plays, musicals and talent shows.

Sales

Sell student art and music related items at silent auctions, farmers markets, or craft booths. Examples include:

- Artwork
- Calendars
- Greeting cards
- CDs/DVDs
- Scrap books

Services

Recruit students to volunteer their musical talents for a small fee or donation. Examples of services include:

- Singing telegrams
- Rent out your schools band/choir

Fundraising While Promoting the Environment

Reduce, Re-use, and Recycle! Schools can promote the environment through fundraising.

Events

There are businesses that offer fundraising dollars in exchange for recycled items. Some items that can be collected include:

- Bottles (bottle drive)
- Batteries
- Cell phones
- Printer cartridges
- Paper

Sales

Selling earth friendly items can be good for both the earth and your school's fundraising fund. Ideas of earth friendly items to sell include:

- Reusable lunch bags
- Blue bags for recycling
- Biodegradable bags for composting
- Gardening supplies
- Bedding plants and bulbs
- Egg carton herb gardens
- Flowers
- Seeds for vegetables
- Composting kits

Services

- Car washing by hand using eco-friendly soap

Additional Resources

- Healthy Eating Starts Here website (www.albertahealthservices.ca/nutrition/Page12598.aspx)
- Comprehensive School Health (www.albertahealthservices.ca/info/csh.aspx)
- Alberta Health -Healthy Eating for Children and Youth in Schools (<http://www.health.alberta.ca/documents/Nutrition-Healthy-Eating-AB-Schools.pdf>)
- Ever Active Schools (www.everactive.org)