

HEALTHY FUNDRAISING



Promoting a Healthy School Environment

Candy, baked goods, salty snacks, soda and other foods with little nutritional value are commonly used for school fundraisers. Schools may make easy money selling these foods, but students pay the price. An environment that constantly provides children with unhealthy foods promotes unhealthy habits that can have lifelong impact. As America faces a national epidemic of overweight children, many schools are turning to healthy fundraising alternatives.

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 must also provide an environment that supports healthy behaviors.
- ▶ **Provides Consistent Messages:** Fundraising with nonfood items and healthy foods demonstrates a school commitment to promoting healthy behaviors. It supports the classroom lessons students are learning about health, instead of contradicting them.
- ▶ **Promotes a Healthy School Environment:** Students need to receive consistent, reliable health information and ample opportunity to use it. Healthy fundraising alternatives are an important part of providing a healthy school environment. They promote positive lifestyle choices to reduce student health risks and improve learning.

Children's Eating Habits Need Improvement

About 17 percent of children and adolescents ages 2 to 19 are obese.¹ Children ages 2 to 18 consume almost 40 percent of their calories from solid fats and added sugars.² Their diets do not include enough vegetables (particularly dark green vegetables and legumes) or whole grains, and are too high in sodium, saturated fat and added sugars.³

CONSEQUENCES of Unhealthy Fundraising

- ▶ **Compromises Classroom Learning:** Selling unhealthy foods contradicts nutrition messages taught in the classroom. Schools are designed to teach and model appropriate skills and behaviors. Nutrition lessons are meaningless if they are contradicted by activities that promote unhealthy choices, like selling candy. It's like saying, *"You need to eat healthy foods to feel and do your best, but it is more important for us to make money than for you to be healthy and do well."* Classroom learning about nutrition remains strictly theoretical if the school environment regularly promotes unhealthy behaviors.
- ▶ **Promotes the Wrong Message:** Selling unhealthy foods promotes the message that schools care more about making money than student health. Schools would never raise money with anything else that increases student health risks, but food fundraisers are often overlooked. As schools promote healthy lifestyle choices to reduce student health risks and improve learning, school fundraisers must be included.
- ▶ **Contributes to Poor Health:** Foods commonly used as fundraisers (like chocolate, candy, soda and baked goods) provide unneeded calories and displace healthier food choices. Obesity rates among children are resulting in serious health consequences, such as increased incidence of type 2 diabetes and high blood pressure.



SCHOOL FUNDRAISERS MUST MEET STATE AND FEDERAL REQUIREMENTS

- **Section 10-215b-1 of the Regulations of Connecticut State Agencies** prohibits public schools, private schools and residential child care institutions (RCCIs) from selling or dispensing candy to students anywhere on school premises from **30 minutes before up through 30 minutes after** any school nutrition programs (National School Lunch Program, School Breakfast Program, Afterschool Snack Program and Special Milk Program). **Section 10-215b-23** requires that the income from any foods and beverages sold to students anywhere on school premises during this same time period must accrue to the food service program. For more information, see [Connecticut Competitive Foods Regulations](#).
 - **Section 10-221p of the Connecticut General Statutes (C.G.S.)** requires that whenever foods are available for purchase by students in public schools during the school day (the period from midnight before to 30 minutes after the end of the official school day), nutritious and low-fat foods (including low-fat dairy products and fresh or dried fruit) must also be available for sale at the same time.
 - **C.G.S. Section 10-221q** requires that all beverages sold in public schools comply with specific standards. For more information, see the Connecticut State Department of Education's (CSDE) [Beverage Requirements](#) Web page.
 - Fundraisers in public schools that participate in Healthy Food Certification (HFC) under **C.G.S. Section 10-215f** must meet state requirements. For more information, see [Food and Beverage Requirements for Fundraisers](#).
 - Fundraisers in non-HFC public schools, private schools and RCCIs must comply with the USDA Smart Snacks nutrition standards. For more information, see the CSDE's [Smart Snacks](#) Web page.
- The CSDE's [Guide to Competitive Foods at Schools](#) provides comprehensive guidance on complying with state and federal requirements for fundraisers.

IDEAS FOR HEALTHY FUNDRAISING ALTERNATIVES *

Schools can help promote a healthy learning environment by using healthy fundraising alternatives.

Items You Can Sell

- Activity theme bags
- Air fresheners
- Bath accessories
- Balloon bouquets
- Batteries
- Books
- Brick/stone/tile memorials
- Buttons, pins
- Candles
- Coffee cups or mugs
- Crafts
- Coupon books (nonfood items)
- Emergency kits for cars
- First aid kits
- Flowers, bulbs, plants
- Foot warmers
- Football seats
- Garden seeds
- Gift baskets (nonfood items)
- Gift certificates (nonfood items)
- Gift items
- Gift wrap, boxes and bags
- Graduation tickets
- Greeting cards
- Hats
- Holiday ornaments
- Holiday wreaths
- House decorations
- Jewelry
- Magazine subscriptions
- Monograms
- Music, CDs, DVDs
- Newspaper space, ads
- Parking spot (preferred location)
- Pet treats/toys/accessories
- Plants
- Phone cards
- Raffle donations (nonfood items)
- Raffle extra graduation tickets
- Raffle front row seats at a special school event
- Rent a special parking space
- Scarves
- School art drawings
- Souvenir cups
- Spirit/seasonal flags
- Stadium pillows
- Stationery
- Student directories
- Stuffed animals
- Valentine flowers
- Yearbook covers
- Yearbook graffiti

Healthy Foods

- Fresh fruit
- Frozen bananas
- Fruit and nut baskets
- Fruit and yogurt parfaits
- Fruit smoothies
- Trail mix

Sell Custom Merchandise

- Bumper stickers and decals
- Calendars
- Cookbook of healthy recipes made by school
- Flying discs with school logo
- License plates or holders with school logo
- Logo air fresheners
- School spirit gear
- T-shirts/sweatshirts

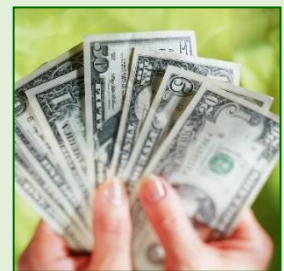
Activities Supporting Academics

- Read-A-Thon
- Science Fair
- Spelling Bee

Things You Can Do

- Auction
- Bike-a-thons
- Bowling night/bowl-a-thon
- Car wash (presell tickets as gifts)
- Carnivals/festivals
- Dances (kids, father/daughter, Sadie Hawkins)
- Family/glamour portraits
- Fun runs
- Gift wrapping
- Golf tournament
- Jump-rope-a-thon
- Magic show

- Raffle (movie passes, theme bags)
- Raffle (teachers do a silly activity)
- Rent-a-teen helper (rake leaves, water gardens, mow lawns, wash dog)
- Recycling cans/bottles/paper
- Singing telegrams
- Skate night/skate-a-thon
- Tag sale, garage sale
- Talent shows
- Tennis/horseshoe competition
- Treasure hunt/scavenger hunt
- Walk-a-thons
- Workshops/classes



* Adapted from: California Project Lean, California Department of Health Services. (2010). *Creative Financing and Fun Fundraising*. Retrieved on October 6, 2011.

RESOURCES

Action Guide for School Nutrition and Physical Activity Policies. Connecticut State Department of Education, Revised 2009.

Healthy School Environment Resources. Connecticut State Department of Education.

REFERENCES

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