



HEALTHY FUNDRAISING SOLUTIONS

Foods and beverages sold at and by schools and afterschool programs should reinforce the healthy habits that we all seek to instill in youth, setting them up for lifelong success. Fundraisers can be successful and engage youth, the community, the school building and out-of-school time programs in meaningful ways without undermining healthy eating messages.

STEPS TO SUCCESSFUL FUNDRAISING

1

Update your wellness policy so that fundraisers must be activity-based, sell non-food items or only sell foods that meet the USDA's Smart Snacks in Schools nutrition standards

2

Talk with your PTO, principal, coaches, school and booster clubs, parents and food service staff about the importance of offering healthy fundraising options and provide them with examples

3

Enlist students to research and develop healthy, profitable fundraising ideas and include them in the planning process

4

Develop a budget and plan for the school year that includes:

- Identifying fundraising needs and what the funds will support
- Outlining potential fundraising activities
- Estimated revenue from each activity
- Estimated expenses resulting from activity
- A calendar of when the activities will occur
- Estimated involvement from youth and/or parents

To learn more and join the movement, visit HealthierGeneration.org



CREATIVE FUNDRAISING IDEAS

There are many examples of creative fundraisers that support your school or afterschool program while also supporting a healthy environment for kids. Here are a few of our favorites:



GET KIDS MOVING

Host a walk-, run-, bike-, dance-, skate-a-thon or a 5K color run

Organize a Zumba, dance or yoga night

Visit an ice skating rink

Hold a jump rope or hula hoop competition

Create a team sports tournament for youth and their families

Hold a field day at school and encourage youth and families to form teams and compete



SPARK CREATIVITY

Host a talent show

Hold a yard sale or auction where youth, staff and parents donate items

Ask local businesses to donate:

- a portion of sales of healthy menu items
- products or services to an auction
- event tickets to a raffle

Sell school-branded promotional items such as t-shirts or water bottles

Organize a student art or craft fair

Hold a coin drive competition between classrooms



SUPPORT HEALTHY EATING

Hold a "Taste of Your Town" event and invite local chefs to donate healthy dishes

Sell cookbooks with healthy recipes donated from parents, students and staff

Host a healthy cooking class and ask a local chef to donate his/her time

Sell healthy snacks made by youth after school*

Create a healthy family night and invite parents to attend and enjoy a healthy meal with their children and school or program staff

Hold a youth healthy cooking competition and ask local grocery stores to donate food to keep costs down

*Foods or beverages sold as fundraisers should meet the USDA's Smart Snacks in School nutrition standards. Consider reaching out to your School Nutrition Program to set up cooperative purchasing of Smart Snacks compliant products.

For more information on healthy fundraising, visit HealthierGeneration.org





CELEBRATIONS THAT SUPPORT CHILD HEALTH

Schools and afterschool programs play an important role in helping students learn about healthy eating. School celebrations can reinforce messages about good nutrition and health when they include healthy foods and beverages and provide opportunities for kids to dance, play games and engage in sports.

FOLLOW THESE STEPS TO ENSURE THAT YOUR SCHOOL COMMUNITY PROVIDES FUN AND HEALTHY CELEBRATIONS:

- 1** Survey staff, students and families to identify successful healthy celebration options and share the results with the school community.
- 2** Work with your school wellness committee to update the celebration policy in the school wellness policy or handbook. Be sure to align with the district's local school wellness policy.
- 3** Promote the new celebration policy through the school's website, social media accounts, newsletters and/or bulletin boards.
- 4** Send letters to parents explaining the policy change and why it is important. Include a list of healthy snacks that parents/guardians can pack for their children.
- 5** Provide healthy celebration ideas to parents and school staff. Include a suggested healthy snack list for classroom celebrations.
- 6** Encourage school staff can share healthy celebration success stories to encourage all classrooms to implement healthy celebrations.

On the next page are many examples of non-food and healthy celebration ideas from Healthier Generation that students will enjoy!

To learn more and join the movement, visit HealthierGeneration.org

NON-FOOD CELEBRATION IDEAS**PRIZES**

Pencils or erasers
Stickers
Books
Tickets or tokens toward for a larger prize
Rulers
Slap bracelets
Playdough
Frisbees
Coloring books

**PHYSICAL ACTIVITY**

Lead a special physical activity break
Host a special event such as a dance or kite-flying party
Provide extra recess or PE time
Turn on the music and let students dance for a few minutes
Have a themed parade around your school

**SPECIAL EVENTS**

Let students choose a special activity or be a teacher's helper
Allow students to select a special book or invite a guest to read aloud
Go on a scavenger hunt
Host a special dress day where students can wear hats or pajamas

**RECOGNITION**

Give a certificate or ribbon
Post a sign in the classroom or on a prominent bulletin board
Give a shout-out in the morning announcements
Allow child to wear a crown or special sash
Recognize the student during an assembly

HEALTHY SNACK & BEVERAGES IDEAS***BEVERAGES**

Water
100% fruit juice with no added sugar
Fat-free or low-fat milk
Fruit smoothies made with frozen fruit with no added sugar and fat-free or low fat yogurt
100% fruit juice slushes with no added sugar
Fruit-infused water

**FRUITS & VEGGIES**

Fruit trays, salads or kabobs
Vegetable trays, salads or kabobs
Canned fruit or fruit cups in water or 100% fruit juice
Frozen fruit or fruit cups in water or 100% fruit juice
Dried fruit with no added sugar

**WHOLE GRAINS**

Whole grain crackers, pretzels or cereal bars
Small whole grain bagels, waffles or pancakes topped with fruit or seed butter
Low-fat or air-popped popcorn with no added butter or salt
Graham crackers
Baked whole grain tortilla chips with salsa or bean dip

**PROTEINS**

Fat-free or low-fat yogurt served alone or as a fruit or vegetable dip
Seed butter served with fruit or whole grain crackers
Trail mix made with dried fruit and whole grain cereal
Low-fat cheese served with fruit or whole grain crackers
Hummus served with vegetables or whole grain crackers

* Work with your district's nutrition services staff to purchase Smart Snack compliant foods and beverages for celebrations. Use **Healthier Generation's Smart Snacks Product Calculator** to ensure items meet the USDA Smart Snacks in School nutrition standards. Ensure food allergies of any participants are known before serving any food item. Many schools are nut-free. Please check with your school.

