

Healthy Fundraising

Overview

How many fundraisers does your school do each year? Fundraisers provide money for a variety of school improvements, student scholarships, equipment and other activities not covered by the school's budget. Healthy fundraising is a public demonstration of your school's commitment to promoting healthy, consistent behaviors among students, families, and communities at large while helping your school meet financial needs.



Take Action

- Review current fundraising strategies at your school. What healthy fundraisers are you already doing? Are there less nutritious fundraisers that could be healthier? How much money is made with fundraisers each year?
- Check to see if your school meets [Smart Snacks Standards](#), which outlines what can be sold during the school day.
- Engage and educate your school administration and school fundraising groups (e.g. Friends Groups, Action Teams, Parent Teacher Associations, etc.) on the importance of healthy fundraising ideas and [Smart Snacks Standards](#). Invite these group members to join the school wellness team to share ideas and discuss challenges.
- Consider active fundraisers such as walk-a-thons, fun runs, dance-a-thons and hop-a-thons, or host a sports tournament for dodgeball, volleyball, soccer,

basketball, bag toss, etc.

- Instead of selling foods, sell non-edibles such as flowers, seed packets, school merch, school supplies, holiday gifts, etc.
- Consider service fundraisers such as providing childcare for “parents night out,” car washes, sports clinics, coat check at school dances or parent events, etc.
- Ask local community businesses to sponsor your fundraiser, donate products or space, or provide prizes or discounts for students that fundraise a certain amount.

Social Emotional Health Highlights

Activities such as these help students explore...

Social Awareness: Thinking differently about fundraising and exploring non-food options can be a fun way to raise money for important school wellness programs, get to know the community a little more and help children develop a deeper appreciation for diverse backgrounds and cultures. Hold an active fundraiser with dance classes or activities from around the world or create a community cookbook showcasing the diversity that makes the community whole.

Relationship Skills: Fundraisers usually consist of an event which many different members of the community come together and work towards a common goal. Community events allow children to experience the power of teamwork and social interaction. Strong community relationships are important in creating a supportive environment for our children to thrive.

Tips



Coordinate fundraisers that are centered around holidays, events or seasons when staff, families and the community are already planning to spend money.



Instead of hosting many small fundraisers, have fewer fundraising events. Hosting too many fundraisers can result in the school community feeling like they always have to give and may

they always have to give and may lead to lower profits.

For more activities and ideas like this one, be sure to [sign up for our news and updates](#). And if you like what you see, please [donate to support our work](#) creating more ways to help build a healthier future for kids.

Additional Resources

[Healthy Fundraising Tip Sheet \(ENGLISH\)](#)

[\(Action for Healthy Kids\)](#)

[Healthy Fundraising Tip Sheet \(SPANISH\)](#)

[\(Action for Healthy Kids\)](#)

[Healthy Fundraising Tip Sheet for Food](#)

[Sales \(ENGLISH\) \(Action for Healthy Kids\)](#)

[Healthy Fundraising Tip Sheet for Food](#)

[Sales \(SPANISH\) \(Action for Healthy Kids\)](#)

[Healthy Fundraising Tip Sheet \(USDA\)](#)

[Overview of Smart Snacks in Schools](#)

[Standards: Fundraisers \(USDA\)](#)

[A Fresh Look at Healthy Fundraisers for](#)

[Schools \(Peaceful Playgrounds\)](#)

[Sweet Deals: School Fundraising can be](#)

[Healthy and Profitable \(Center for Science in the Public Interest\)](#)

[Fundraisers with Local Produce \(Iowa](#)

[Department of Public Health\)](#)

Related Activities

Healthy & Active Non-Food Rewards

How does your school reward kids for "good" behavior? Kids are often offered food, beverages and candy as rewards for accomplishments.

Healthy School Store

A school store that sells healthy options helps reinforce good nutrition and gives students the opportunity to practice making healthy food choices.

Healthy Vending

Whether the vending machine is available to students or just staff, providing healthy vending options is key to your school's success in creating a healthier environment.

Smart Snacks Standards

Is your school smart snack savvy? The "Smart Snacks in School" rule set standards for all foods and beverages sold in schools that participate in the national school meal program.