

# 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

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**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

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**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](https://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.

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