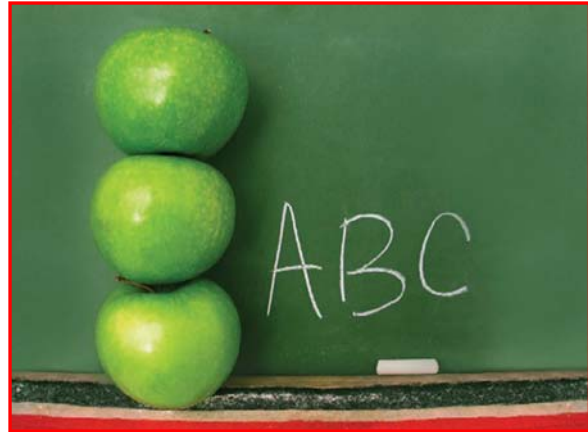


# Healthy School Fundraising



## Notes from the 6/23/08 Northern California HEAL Grantee Network Peer-sharing Teleconference

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### ➤ **Healthy Snack Bars**

Led by the efforts of a Booster Club parent (and School Board member), a middle school's snack bar removed all sodas and offered only healthy options, using the SB 12/965 criteria. After an initial decline, sales increased to previous levels.

### ➤ **eScrip / Gift Cards**

The use of gift cards can be an easy fundraiser. Can use either national or local businesses. They are purchased for face value and the business returns a small percentage (~3-5%) back to the school. "Great Lakes Scrip" [[www.glscrip.com/](http://www.glscrip.com/)] is one vendor for national stores. Parent volunteers or school front office staff can be trained to manage a scrip program.

### ➤ **ChicoBags**

This manufacturer of reusable shopping bags has developed a school fundraising program [[store.chicobag.com/html/fundraise.html](http://store.chicobag.com/html/fundraise.html)]; \$1-2/ bag is typically returned to the school. The bags can also be customized with your school's logo.

### ➤ **Theater Buy-Out**

Small movie theaters will often allow you to buy them out for an evening. The school could then sell tickets for whatever price they wanted, bring in outside food, have prizes, etc.

### ➤ **Jog/Jump/Hula/Walk/Etc-a-Thons**

If held during the school day, these are usually more successful in elementary schools where all the children could participate at one time. Pledges are taken for a certain number of laps/jumps/etc, or flat donations can be made.

A successful twist is to ask local "celebrities" to participate in the '-a-thon' and take pledges. They can be local newscasters, the checkers at a neighborhood store, etc. Try to get prizes donated by local merchants. One low-income school raised over \$12,000 with an elementary school jog-a-thon.

### ➤ **WAL-MART Kids Recycling Challenge**

Participating elementary schools earn \$5 for every 60-gallon collection bag they fill with plastic shopping and grocery bags and bring to a local Wal-Mart. [[kidsrecyclingchallenge.com/](http://kidsrecyclingchallenge.com/)] The program ended in March 2008, but you can sign up to be notified when it will be offered again.

### ➤ **Printer Cartridge Recycling**

Although the "Kash 4 Kids" program mentioned during the call has been discontinued, there are other programs that feature collecting empty printer cartridges for recycling [[www.Kartridgesforkidz.com](http://www.Kartridgesforkidz.com), [www.recycleplace.com/](http://www.recycleplace.com/), [www.cartridgefundraising.com/](http://www.cartridgefundraising.com/)].

### ➤ **Dollar a Day**

A favorite with parents is the "Dollar a Day" fundraiser: parents are asked to donate a dollar for each day their child spends in school. Originally meant to replace other fundraising, it is now used in addition to other methods.

### ➤ **Wellness Festival**

Held each year to kick off the school's wellness policy, it includes various fundraisers, health screenings, taste-testing, etc. If held on a weekend, families will come and spend several hours.

### ➤ **Graduation Flowers**

Contact your local flower wholesaler to purchase single flowers and/or leis to sell at graduations. Leis can be ordered in bulk for \$4-5 each and sold for \$15-20. You can also sell Teddy Bears. Don't forget to offer bottled water, too!

### ➤ **Shopping Night/Weeks**

Work with local Barnes & Noble (or other stores) and encourage families to come in on a certain night or week when the store will give a percentage of sales back to the school. Thanksgiving is a good time. Have teachers on hand to advise parents; ask the principal to read a story to the smaller children. Some schools have earned as much as \$3,000.

### ➤ **Fit for Learning Festival**

A three-way partnership between Kaiser Permanente, Barnes & Noble, and the Department of Education, this event features the Kaiser Theatre, local singers, music, student stories and artwork, etc. You can also sell student stories [[www.lulu.com/](http://www.lulu.com/)] or artwork [[www.shutterfly.com/b2b/fundraising\\_ideas.jsp](http://www.shutterfly.com/b2b/fundraising_ideas.jsp)]

### ➤ **Successful Healthy Snacks**

Tips: Involve kids in choosing the snacks/drinks to be sold via taste-testings, selection, pricing, etc. Make sure that the healthy options being sold are less expensive than the others. Remember you can't just offer the items, marketing is key. Students can help develop marketing tools and strategies (signs, school broadcast point-of-decision prompts, announcements, etc). YoNaturals [[healthystudentvending.com/](http://healthystudentvending.com/)] offers very popular vending machine options, as does Skinny Cow ice cream products [[www.skinnycow.com/index.Php](http://www.skinnycow.com/index.Php)]. Robeks Smoothies (like Jamba Juice) [[www.robeks.com/](http://www.robeks.com/)] has developed a smoothie that meets the new nutrition standards and that sells for ~\$2.50. [Contact Kenneth Lee, [robeks.sandiego@san.rr.com](mailto:robeks.sandiego@san.rr.com) for more information.]

### ➤ **Silent auctions**

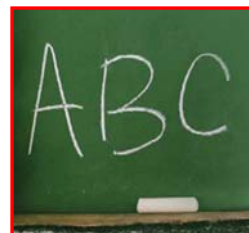
Solicit donations of products and services from business such as movie theaters, amusement parks, dentists, massage therapists, etc. Also, consider auctioning volunteer time from parents, students, and staff. Some clever ideas have included lunch with the teacher, or a favorite healthy dish prepared by a parent. Hold the auction online or at an event where items are displayed or described, and bids are written on a sheet of paper within a defined timeframe.

### ➤ **Other tips & resources**

For examples and more details on school fundraising, visit the Project LEAN website [[www.Californiaprojectlean.com](http://www.Californiaprojectlean.com)]; click on the "Bright Ideas" section. Your school food service department is a great resource: they may be able to cater your event or provide foods for sale that meet your nutrition criteria

### ➤ **Issues to consider**

- Have a fundraising goal: how much money do you really need and how much do you plan to generate from each fundraising activity.
- Keep a simple but careful accounting of revenues, expenses, and profits made, and how the profits were spent.
- Consider how much volunteer and/or staff time will be involved.
- Be sure the school is getting a fair share of the profits. Avoid arrangements where parents or community members pay above the going rate, the vendor makes a windfall, and the school gets only a small return.



These suggestions were made by the conference call participants and therefore are not necessarily endorsed by the Center for Weight & Health.