

Healthier choices for school fundraising

Making the case for healthier fundraising

In these days of tight school budgets, most schools are fundraising. Some of the common types of fundraisers, such as selling chocolate or cookie dough, go against the healthy eating lessons taught in the classroom and do not support efforts of families and community members to eat well.

Benefits of healthier fundraising

- Demonstrates the school's commitment to student health
- Encourages healthy habits (e.g., healthy eating, physical activity)
- Supports classroom education on healthy eating and physical activity

There may be a misconception that 'healthier' products will not sell or that non-food fundraising activities are too hard to organize. However, more schools are finding that healthier fundraising alternatives are making healthy profits for their school.

Fundraising ideas ... beyond food

- Collect donated items for a garage sale or hold a penny sale
- Hold a silent auction featuring the time, products and talents of local businesses (e.g., round of golf, haircut, gift basket, car safety check-up, horseback riding lesson, manicure)
- Produce and sell an annual school calendar
- Operate a school tuck shop selling clothing, toothbrushes, jewelry, lunch or tote bags, school supplies and promotional items with your school's logo/crest
- Ask a local grocery or department store to donate a gift certificate and sell raffle tickets
- Partner with a local nursery and sell hanging flower baskets and/or bedding plants
- Make and sell bracelets for special days (e.g., Valentines Day and/or Mother's Day
- Hold a raffle for gift baskets with different themes (e.g., Italian theme basket with ingredients for a dinner for four, Italian CD, cookbook and red checker tablecloth)
- Plan a flea market, used book or sports equipment sale
- Charge a small admission fee for a school dance that is organized by an intermediate/senior class
- Organize a teachers versus students or parents sports game (e.g., hockey, volleyball, badminton or basketball game/tournament) and charge a small admission fee
- Ask students to collect pledges for a basketball hoop-shooting event, jump-a-thon, ski-a-thon, bowl-a-thon, or walk-a-thon
- Hold theme days where students pay to either dress up in their Pyjama's, etc., or have a crazy hair day

Fundraising tips

- Promote quality products (e.g., oranges that are in season), see the list on the reverse for some contacts
- Offer competitive prices (i.e., good value to the customer but still make a profit)
- Offer samples of products to view and, if possible, to taste
- Keep your community motivated and involved in your fundraising; advertise in the school newsletter, newspaper, community centre, and on outside school signs

Bottom line

Carefully consider the nutritional value of the food products your school chooses for fundraising campaigns and any underlying messages that may be associated with these food products. Your school can promote health by choosing fundraising campaigns which involve healthy foods, or events that encourage physical activity.

Fundraising contacts

Product	Company Name and Contact Information
Apples	Martin's Family Fruit Farm 1-800-461-2391 or E-Mail: apples@golden.net
Citrus fruit	Sunsweet Fundraising Inc. 1-800-268-1250 or www.sunsweetfundraising.com
	Sun Harvest Citrus 1-800-248-7870 or www.sunharvestcitrus.com
Hearty bean soup mix	Full O' Beans (905) 451-9214 E-mail: info@beanladies.com or www.beanladies.com
Cheese	Saputo Cheese Company % Top Fundraisers 1-800-563-7127 E-mail: info@topfundraisers.ca or www.topfundraisers.ca
	Bright Cheese 1-519-537-2361 E-mail: fundraiser@bch.on.ca or www.bch.on.ca
Calendars, Holiday gift items, seeds, flower bulbs	Third Wave Fundraising 1-888-894-1130 www.thirdwavefundraising.com
Flower bulbs	Veseys Bulbs 1-800-363-7333 or www.veseys.com/sub.cfm?source=fundraising
Seasonal greeting cards, calendars	Norcard Fundraising Programs 1-800-294-2792 E-mail: inquires@norcard.ca or www.norcard.ca
Magazine subscriptions	Action Fundraising www.actionfundraising.ca/Magazines.htm magazines@actionf.ca
Unique gift/stationary item	<i>Smiles Made Easy</i> 1-519-894-1466 E-mail: info@smilesmadeeasy.com or www.smilesmadeeasy.com
Shop card programs	VISTA Innovative Promotions (V.I.P.) Inc. (705) 722-1098 or vistavip@rogers.com
	Preferred One Inc. (416) 863-0307 or www.preferredone.ca
Mini first aid kits	Ouch Pack Fundraisers 1-888-643-FUND or www.ouchpack.com

For other items and fundraising ideas, search this Canadian fundraising directory:
www.canadianfundraising.com.