



Fundraising

The number of overweight children has reached epidemic proportions both nationally and in North Carolina. Between 1995 and 2000, the number of overweight North Carolina children aged 5 to 11 years old increased 40 percent. More than one in five of 5 to 11 year-olds are overweight and one in four of 12 to 18 year-olds are overweight (NC-NPASS 2003). Schools are places of extraordinary influence on the development of life-long eating patterns. Schools have an opportunity to provide classroom health and nutrition education supplemented by learning laboratories in the many venues where food is offered or served.

In support of Eat Smart: North Carolina's Recommended Standards for All Foods Available in School

School fundraisers are great opportunities for schools to show their commitment to healthy living and meet their financial needs. Foods and beverages are used for many fundraising activities in schools. Often, the foods and beverages sold for fundraisers are high in sugar and fat and low in nutrients. Fundraising that involves selling these less healthy foods can send the message that the school is more concerned about making money than maintaining healthy habits. Healthy fundraising activities send positive health messages and reinforce nutrition lessons taught in the classroom. School fundraising that includes the sale of non-food items or healthy foods demonstrates the school's commitment to promoting healthy behavior among students, parents and the community. It is also important that schools not operate fundraisers that include healthy food choices during meal times when they are in competition with the Child Nutrition Program.

Healthy Foods for Fundraisers

- Fresh fruit
- Fruit baskets
- Nuts
- Light popcorn
- Lowfat cereal bars
- Trail mixes
- Soup mixes

Non-Food Fundraisers

- Kitchenware
- Greeting cards
- Valentines
- Stationary
- Gift wrap/ribbons
- Baskets
- Lotions/soaps
- Picture frames
- Magazine subscriptions
- Holiday wreaths
- Ornaments
- Flowers/plants/bulbs
- Coupon books
- Balloons
- Calendars
- Jewelry
- CDs/DVDs
- Services (lawn care/salon/housecleaning)
- Key chains
- Stadium chairs/blankets/pillows
- Pens, pencils/erasers
- Frisbees/jump ropes
- Beanbag chairs



Sell Raffle Tickets for a Chance to Win

- Gift certificates (local gym or store)
- Gift baskets/theme bags
- Yearbooks/class rings
- VIP parking spaces
- Movie theater passes
- School event tickets (dances, sporting events)
- Salon gift cards

Sell Items to Promote School Spirit

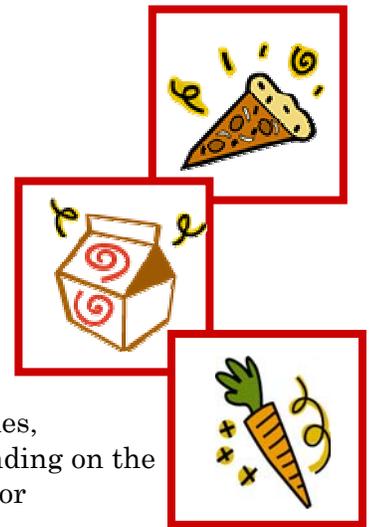
- Apparel (t-shirts, hats, visors, buttons, shorts)
- Spirit/booster cards
- Decals/bumper stickers/rub-on tattoos
- Mugs/koozies/water bottles/souvenir cups
- Calendars

Other Fun Ideas

- Talent shows/school plays
- Fun walks/runs
- Walk/bike/dance/bowl/jump rope-a-thons
- Car washes
- Dances
- Golf tournaments
- Carnivals/festivals
- Craft sales
- Live or silent auction

Healthy Fundraising Policy

Schools play a powerful role in influencing students' food choices. There are several ways that schools can ensure that students' eating habits contribute to their learning achievement and lifelong good health. The **Eat Smart: North Carolina's Recommended Standards for All Foods Available in School** encourage the development of policies to support healthful choices for a la carte, vending, after-school programs and school events such as classroom events, celebrations, class snacks, meetings, parties, concessions, intramural events, fundraisers, extracurricular events. Depending on the topic, it may be appropriate for the policy to be made at the district, school or classroom level.



What is policy?

Policies are official statements of vision and judgment that address the needs of a school system, school or classroom. Values, convictions and beliefs usually form the basis for a policy statement. Policies can provide the following:

- Leadership
- Commitment
- Support
- Direction
- Guidance
- Institutionalization
- Public Engagement
- Accountability
- Legal Protection

Policies generally address *what* should be done, *why* it should be done and *who* should do it. Procedures outline the details of *how* to accomplish a policy's goal. Policies can be formal or informal and written or unwritten.

How is policy developed?

Common tasks needed to develop a policy:

- Lay the groundwork
- Build awareness and support
- Draft the policy
- Adopt the policy
- Administer the policy

Getting support for policy

Groups that can support policy change:

- PTA/PTO
- School Improvement Teams
- School Health Advisory Councils
- Public Health Partners
- Cooperative Extension Partners

Sample District Policy for Fundraising

- Dale County Public Schools will not allow the sale of food items for fundraising unless they meet specific nutritional criteria defined by the District. A list of approved food and non-food fundraising items will be generated and distributed to the district principals.

Sample School Policy for Fundraising

- Eastern Elementary school will not allow the sale of any food items for fundraising during normal school day hours on school property. The school's PTA will generate and distribute a list of non-food fundraising ideas to administrators, teachers, staff, and parents.

Sample Classroom Policy for Fundraising

- Ms. Brooks will not allow her students to sell fundraisers of any kind in the classroom during normal class hours.