

Fundraising Ideas That Support Healthy Eating and Physical Activity from Eat Smart, Move More... North Carolina

Fundraising provides a great opportunity to promote fun physical activity and healthy eating for all students. Use this document as a guide to develop fundraising efforts that promote physical activity and healthy eating.

When planning your event, determine:

1. The focus of your event-
 - Healthy eating
 - Physical activity
 - Both
2. Who needs to be on the planning committee?
 - School Administrators (Superintendent, Principal, Assistant Principal)
 - Parents
 - Teachers
 - Students
3. Space and equipment needs for the event.
4. Cost that will be incurred for the event.
5. How funds will be raised-
 - Local businesses to donate items for door prizes
 - Local businesses to sponsor an event with a monetary donation
 - Charge admission
 - Charge for participation
6. How you will market your event-
 - Enlist your schools Public Information Office
 - Engage a popular teacher, administrator or parent
 - Ask for individual who could share expertise in designing promotional material

Additional points for consideration when planning a healthy eating and/or physical activity event:

- If your event includes physical activity:
 - Find out if parental permission slips are required
 - Determine the schools process for obtaining signed permission slips
 - See if there is an emergency procedure plan
 - Find out if the school covers liability for the event
- If your event includes healthy eating:
 - Make sure you are aware of food safety regulations
 - Determine a method for deciding how much food to prepare
 - Consider dietary restrictions (e.g., vegetarian) or food allergies

Healthy Fundraising: A Local Success Story

Smith Middle School, Orange County Cyclone Games

Smith Middle School needed new scoreboards. Instead of simply turning to traditional fundraising efforts, the Smith Booster Club focused on how they could use this opportunity to not only raise funds for scoreboards, but to also support healthy families by promoting healthy eating and physical activity.

Breaking away from tradition required taking chances. According to Dr. Alice Ammerman, Smith Booster Club President, “take chances, make mistakes and get messy... that’s what has to happen for new events and new ways of thinking.” It was this willingness to take chances and employ new ways of thinking that led to the creation of the Cyclone Games.

The Cyclone Games, which included scooter basketball, relay races and big ball volleyball, got students and teachers up, moving and having a great time outside of the classroom. Adding a bit of good-natured “trash talk,” spurred even more for both teachers and students. Teachers could be heard taunting, “Just call me circumference ‘cause I’m gonna be running circles around you” and “I got more elements in my game than a periodic table.” Swift responses from the students included, “you think you’re all that and a cafeteria lunch. Your games’ as ancient as the ice age” and “You can’t even pass the EOG.”

Eric Montross, star center for the ’93 Tarheel NCAA championship team and strong supporter of active, healthy children, provided color commentary, while cheerleading squads of both teachers and students lead whoops and hollers from Smith family spectators.

The games were followed by an Italian dinner of pizza, pasta, bread, salad and dessert, *all home cooked* by the Booster Club and supporters. Fundraising was accomplished by selling admission tickets to both the Games and dinner. Students needed parental permission and \$3 to play. Game tickets were sold at \$2 for student spectators and \$5 for adults. Dinner tickets were \$4 for students and \$8 for adults.

To read the whole story on the Cyclone Games fundraiser,
Go to:

http://www.eatsmartmovemorenc.com/programs_tools/school/success_stories/cyclone_games.html

Additional Resources

- Tips for preparing meals for a large number of people can be found at:

United States Department of Agriculture, Team Nutrition

http://riley.nal.usda.gov/nal_display/index.php?info_center=14&tax_level=2&tax_subject=230&topic_id=1191

- Food Safety Regulations can be found at:

United States Department of Agriculture, National Agricultural Library

http://www.nal.usda.gov/fnic/resource_lists.shtml

Partnership for Food Safety Education

<http://www.fightbac.org/>

Check with your local health department's environmental services department for food safety regulations in your county.

- Creative fundraising ideas can be found at:

North Carolina Division of Public Health, Nutrition Services

<http://www.nutritionnc.com/TeamNutrition/Supporting%20materials/eatsmart/fundraising.pdf>

Shasta County Public Health: *Creative Financing & Fun Fundraising*

<http://www.fwps.org/dept/nutrition/fundraiser.pdf>

No Junk Food: *Alternative Fundraising*

<http://www.nojunkfood.org/fundraising/>

- For more on Eating Smart and Moving More in North Carolina, go to

<http://www.eatsmartmovemorenc.com>

