



Healthy Fundraising

H.E.A.L.T.H.Y.
Pledge Program

Tips to Make Fundraising Healthier

Fundraising is an important practice in schools as it provides support for school resources and initiatives. Some fundraisers involve selling food, and at times those foods can be unhealthy. This can deter students from adopting healthy eating habits and send mixed messages about health. Fortunately, there are many examples of creative and fun ways to support your school fundraising goals while also providing a positive, healthy learning environment for students!

Tips for Success

1. **Create a budget:** consider what the funds will support, what the fundraising activities will be, how products/services will be priced, estimated expenses, and estimated revenue. Ensure that pricing is reasonable but will still earn a profit. Coordinate fundraisers around holidays, events or seasons when staff, families and the community are more likely to spend money.

Healthy tip: offer competitive prices for healthy food items. Studies show that lowering the price of fruits, vegetables and low-fat snacks resulted in a significant increase in sale of these foods without a decrease in revenue. Consider non-food fundraisers where possible (e.g. sell reusable water bottles or host a dance-a-thon).

2. **Assess your resources:** determine if you have the right number of volunteers, available space, supplies, etc. Ask staff, students and parents to volunteer and include them in the planning process. Contact organizations in the community to see if they can support your fundraising (e.g. providing donations for an auction or prizes for top fundraisers).

Healthy tip: talk with school council, staff, students, and parents about the importance of offering healthy options for fundraising. Involve the entire school when coming up with healthy, profitable fundraising ideas. Create a healthy fundraising challenge where the classroom or individual who generates the highest profit from a healthy fundraiser or comes up with the most creative healthy fundraiser gets a prize.

3. **Publicize your event:** keep your school and community motivated by frequently promoting the fundraiser and what you are raising money for. Share details in the school newsletter, signage on school property, online community calendars, local media and community centres.

Healthy tip: if the goal of the fundraiser is to generate money to go towards something health-related (e.g. a community garden or sports equipment), emphasize that goal and showcase how the fundraiser demonstrates the school's commitment to health (e.g. involves physical activity or healthy food).

4. **Celebrate successes:** take photos of the fundraiser and share them with your school community. Recognize volunteers, supporters and donors for their hard work and let them know how it has benefited the school. Small, personal gestures of thanks such as a card or recognition in morning announcements can go a long way.

Healthy tip: profile healthy fundraisers and the volunteers who made them possible in the "Health Section" of your school newsletter. Create a collage of healthy fundraiser photos and display it in the school. Let those who do healthy fundraisers know that you appreciate it.

Healthy Fundraising Ideas

Healthy food items

- ✓ Low-fat and low-sodium popcorn
- ✓ Fruit grams
- ✓ Hummus and veggies
- ✓ Whole wheat pasta and sauce kits
- ✓ Soup kits
- ✓ Herbs and spices
- ✓ Cheese

Non-food items

- ✓ Cookbooks
- ✓ Calendars
- ✓ Jewelry
- ✓ Plants (e.g. Poinsettias in December)
- ✓ Gift baskets
- ✓ Candles
- ✓ Items with school logo (e.g. lanyards, mugs, t-shirts, caps, water bottles and stationary)

Fundraising Activities

Get Active	Provide a Service	Help the Environment	Spark Creativity
Bike-, walk-, jump-rope-, bowl-, skate-, hula-hoop-athons	Gift wrapping	Run a farmer's market with locally sourced produce	Organize a student art or craft fair
Zumba, dance, or yoga night	Car wash	Sell herbs, vegetables and/or flowers from a school garden	Wacky outfit or hat day
Teacher-student competitions (volleyball, softball, Frisbee)	Bike repair	Recycle cell phones, printer cartridges, coffee pods for a fee	Host a talent show, magic show or silent/live auction
Fun run/walk	Rent-a-helper; rake leaves, mow lawns, shovel snow	Sell garbage, recycling, or compost bags	Sell a cookbook with recipes from students and their families

Every healthy fundraiser – big or small – counts!

There are many types of healthy fundraisers – some require limited planning and resources while others are carried out on a larger scale. Check out some of these examples!



Small: grab 1-2 adult volunteers and a classroom to run a board game night. Ask parents, community centres, libraries etc. to lend cards, dice, chess/checkers sets or board games to reduce cost. Make it competitive by hosting a board game tournament.

How can your Public Health Nurse (PHN) help?

- Identifying healthier food options
- Providing ideas for physical activity and non-food fundraisers
- Linking you to community resources
- Support the planning of healthier fundraisers
- Helping with your communication plan



Medium: invite students and/or families to take part in a healthy cookoff. Create a theme (e.g. healthy sandwiches) and involve a panel of judges to decide the winner.

Established Fundraising Programs

There are many established fundraising programs schools can sign up for, which are both healthy and fun! Speak with your PHN to learn more.



Large: enlist a group of adult and student volunteers to help run a fun fair for the community. Involve activities that keep people moving (e.g. obstacle course). Fun fairs can raise money through entry ticket sales and fair activities like an auction.