

FUNDRAISING

Fundraising presents another opportunity to make your school environment healthier. Some options such as bake sales, as lucrative as they may be, are not in our children's best interests. There are, however, alternatives that allow for raising needed funds without compromising the health of children and their families.

1. Encourage the solicitation of non-food items in auctions. Collectibles and large ticket items are attractive and typically raise more money than food items.
2. Plan events and activities that promote fitness (a run/walk or dance marathon)
3. Offer an experience (musical concert)
4. Provide a product (book) or service (car wash, recycling, consulting session, fitness training, photography, company tour).
5. Replace traditional bake sales with "bakeless" bake sales. Instead of buying ingredients and baking an item, parents make a donation in an amount similar to what they would have spent or provide a gift card or gift certificate to a favorite vendor.
6. Ask fundraising companies to provide your schools with fundraising catalogs that feature only non-food or healthy food products.
7. Encourage school fundraisers at restaurants that do not serve fast food but instead have healthy options.
8. Enlist students in developing healthy, profitable fundraising ideas.
9. Enlist students in creating something to sell: art projects, building/making a simple item and customizing it.
10. Include a donation-only option.
11. Identify how much your school needs to raise for the year and suggest a donation amount to families. Know that some will give more and some will give less. Then you can do one or two smaller fundraisers to make up for any shortfall. If your school meets the requirements, donations could be tax deductible — be sure to let donors know of the benefits

Source: Healthy Alternatives for School Celebrations, Rewards, Fundraisers and Snacks from Kansas City (<https://www.tpchd.org/files/library/3379ffef0bb808ad.pdf>).