

8.1 HEALTHY FUNDRAISING

ADMINISTRATOR

Creating Healthy Schools



Implementation for success

To support healthy fundraising in schools:

- All fundraising projects for sale and consumption within and prior to the instructional day will follow the district nutrition standards for vending and á la carte foods when determining the items being sold;
- No candy will be sold for fundraising. Candy is defined as any processed food item that has:
 - Sugar (including brown sugar, corn sweetener, corn syrup, fructose, glucose dextrose, high fructose corn syrup, honey, invert sugar, lactose, maltose, molasses, raw sugar, table sugar/sucrose, or syrup listed as one of the first two ingredients), AND
 - Sugar is more than 25% of the item by weight;
- Non-food based fundraisers are encouraged.
- Fundraisers that promote physical activity are encouraged;
- Administration will compile a list of acceptable food and non-food fundraising items that are distributed to district principals, staff and families;
- Administration will compile a list of non-food fundraising activities, especially those promoting physical activity, that are distributed to district principals, staff and families; and
- Input will be obtained from PTA/PTO and other parent groups for fundraising ideas.

Model Policy:

Our school district understands the impact food served and sold at school may have on student health behaviors. Schools play a pivotal role in influencing students' health behaviors and food choices. School-sponsored fundraising will support healthy eating and physical activity by emphasizing the sale of healthy food items and promotion of active events.

All staff will enforce fundraising activities involving healthy food items, non-food items, and physical activity. All fundraising projects will follow the district nutrition standards for vending and á la carte foods as well as the state and federal nutrition standards.

Evaluation:

The district wellness council and school administrators are jointly accountable for implementing, enforcing, and evaluating this policy. Evaluations will consist of reviewing past fundraising activities and current policies. Each school will report annually to the district wellness council on the progress of policy implementation and will include recommendations where further district support may be beneficial.

The district wellness council may also request select schools to conduct student, family, and/or staff surveys as part of their evaluation process. At the end of each school year, the district wellness council leader will submit an annual report to the superintendent/board of education on the implementation and evaluation of this policy. This report shall be posted on the Internet for easy public access.

Success Stories:

Global Montessori

Academy, Kansas City, MO:

Holds several non-food fundraisers throughout the school year. These include a benefit concert as well as flower bulb and trash bag sales.

Schwegler School,

Lawrence, KS: The PTA sold energy efficient compact florescent light bulbs and 30-gallon lawn and leaf bags. In partnership with the City of Lawrence, the Schwegler School PTA helps promote healthy bodies and a healthy planet.

Rationale:

Today about 1 in 3 children is overweight or obese and studies show that overweight children are likely to become overweight and obese adults.¹ If obesity among children continues at this rate, our current generation could become the first in American history to live shorter and sicker lives than their parents.

During the school day, teachers, principals, and school staff teach and prepare our next generation to live productive lives. As students spend a majority of their day in school, it is important to model healthy eating behaviors and limit access to unhealthy food items. Implementing policies that encourage healthy behaviors will help lead children to become healthy adults.

Healthy fundraising supports students' overall nutrition and health behaviors by promoting a healthy school environments and sending a positive message to students about how to make healthy food choices.² Students with healthy practices have improved concentration and memory and can improve their academic performance.

Two other versions of this policy item are available for both staff and family to assist with implementation and communication.

Resources:

- The Connecticut State Department of Education has created a handout outlining healthy fundraising ideas for a healthy school environment. More information can be found here: http://healthymeals.nal.usda.gov/hsmrs/Connecticut/Healthy_Fundraising.pdf
- Healthy school fundraising ideas with profit examples have been identified by the Center for Science in the Public Interest. The handout can be found at: <https://cspinet.org/resource/healthy-school-fundraising-success-stories>
- Sweet Deals: School Fundraising Can Be Healthy and Profitable handbook from the Center for Science in the Public Interest is a detailed guidebook for healthy profitable fundraising. This can be found: <https://cspinet.org/resource/sweet-deals-school-fundraising-can-be-healthy-and-profitable>
- Sample policy language created by the Public Health Law Center can be found here: <http://publichealthlawcenter.org/sites/default/files/resources/ship-fs2-schoolwellnesssamplepolicylanguage-2011HealthyFundraising.pdf>
- Healthy Fundraising, Promoting a Healthy School Environment: <http://www.actionforhealthykids.org/game-on/find-challenges/at-home-challenges/1207-healthy-fundraising>
- Action for Healthy Kids: Healthy Fundraisers for Schools: <https://www.cde.state.co.us/nutrition/schoolwellnesspsdwellnessfundraisers>
- Wisconsin Action for Healthy Kids: Healthy Food Fundraising: <https://dpi.wi.gov/sites/default/files/imce/school-nutrition/pdf/healthy-fundraising-ideas-flyer.pdf>

¹ CDC Childhood Obesity Facts: <http://www.cdc.gov/healthyouth/obesity/facts.htm>

² USDA http://healthymeals.nal.usda.gov/hsmrs/Connecticut/Healthy_Fundraising.pdf