

Healthy Fundraiser Toolkit



Intro

Fundraising is a common avenue to generate money for schools. Fundraising is important because it can help with school budgets and pay for equipment, materials, and supplies. Healthy fundraisers are a great way to provide optimism on healthy eating and nutrition education. According to the Center for Science in the Public Interest, 80% of schools typically raise their funds via food, of which 76% are foods and drinks that are nutritionally deprived. Bringing a different twist to fundraising and encouraging students and parents to spend their money on sustainable and healthier items are a great way to start the year!



Common Myths

It may be commonly misunderstood that certain fundraising techniques are more reliable or valid than healthier ones. The Center for Science in the Public Interest provides a few examples of myths and the reality of them.

Myth: *Selling junk food is the only lucrative way to raise funds for schools.*

Reality: More healthy fundraisers are available to schools than unhealthy fundraisers.

Many non-food and healthy-food fundraisers generate profits for schools equal to or greater than profits from fundraisers selling low-nutrition foods.



Myth: *The only foods and beverages children will purchase are junk foods and soft drinks.*

Reality: “Students will buy and consume healthful foods and beverages – and schools can make money from selling healthful options,” said USDA and the Centers for Disease Control and Prevention (CDC). Of 17 schools and school districts that tracked income after switching to healthier school foods, 12 increased revenue and four reported no change. The one school district that did lose revenue in the short term experienced a subsequent revenue increase after the study was completed.

Myth: *Bake sales are popular.*

Reality: Maybe with kids, but many parents resent bake sales, which require them to purchase ingredients, bake an item to sell, and then give their child money to buy the products for which they have already paid.

Healthy Fundraising Ideas

- Walk a thons
- Book fairs
- Non-food products (jewelry, candles, magazines, toys, picture frames, etc)
- Recycling
- Healthy foods (spices, nuts, coffee, etc)
- Auctions
- School-related promotional items (pencils, erasers, sweatshirts, t-shirts, etc)
- Car washes



Tips

Come up with catchy titles

- Turning Trash (Bags) into Treasure vs. Trash Bag Fundraiser
- PJ Parade vs. PJ Fundraiser

Let them know WHY you want to fundraise

- Field trips
- Classroom technology
- Playground equipment

Publicize beforehand

- E-mail
- Flyers
- Morning announcements
- Newsletters (school and/or PTA)



- Telephone messages

Give incentives to encourage and motivate

- Ask local businesses or grocery stores to donate
- Can give extra recess, prizes (ex: toys)

Success Stories Examples



Turning Trash (Bags) into Treasure \$2,000-\$3,000 raised

Millcreek Elementary started off by selling different size trash bags.

- Initially completed by one person
- Called local trash bag company and set up for weekend pick up
- In coordination with earth day
- Preorder forms: submit at least 10 days before pick up date and gave enough time, including a weekend, for students to reach out to everyone
 - Sent emails, made phone calls, provided a website, place ads
- Custodian needed to help move boxes and put in storage
- People needed
 - Volunteers to pass out the trash bags (2 people)
- Yearly successful event and adapted to other schools and organizations
- Tip: used an incentive to give reward for those that raised the most

Fruit Sale Success \$10,000 (initially \$8,000)

- Parent Volunteer Group Coordinated a Summer Committee
- Called local produce and set up for 2 Saturdays for pick up
- Preorder forms
 - Sent emails, made phone calls, provided a website, place ads
- People needed
 - Pre-event (25)
 - Volunteers to sort/pass fruits (12 people)
 - Volunteers to check off orders and help carry to the car (5 people)
- Yearly successful event (10th year) and making \$20,000 total and \$10,000 net profit
- Tips: don't only target parents of the students, but local restaurants and neighbors!



More Successful Stories

PJ Parade:

- Pay \$1 to wear PJs to school
- \$8,500 raised

- Made pledges to walk, run, or roll for 30 minutes
- \$37,000 raised

No-Bake Bake sale:

- Donate money that would have been spent in a bake sale
- \$26,000 raised (initially \$8,000)

5/10/15 Reading Challenge:

- Students find 5 people to pledge \$10 for the students to read 15 minutes a day for a week
- \$7,600 raised

Boosterthon Fun Run & Roll:

Teacher Jog-A-Thon:

- Students invest in their teacher and sponsor them in jog a thon
- \$16,000 raised

Contact Information for Fundraising

A. Farms

Be Wise Ranch Organic Farm

Phone: (760) 746-6006
 Website: www.bewiseranch.com
 E-mail: bewiseranchcsa@gmail.com
 Address: 20505 San Pasqual Road
 Escondido, CA 92025

Blue Sky Ranch

Phone: (619) 715-7143
 Website: www.healingfromthegroundup.org
 Address: 13743 Blue Sky Ranch Road
 Lakeside, CA 92040

California Avocados Direct

Phone: (877) 928 6263
 Website: www.californiaavocadosdirect.com

California Farms

Phone: (760) 310-9915
 Address: Circle R Road and Ridge Creek Road
 Valley Center, CA 92082

Eli's Farms

Phone: (760) 468-0949
 Website: www.elisfarms.com
 E-mail: csa@elifarms.com
 Address: 2929 East Mission Road
 Fallbrook, CA 92028

Farm Fresh to You*Has fund raising program

Phone: (800) 796-6009
 Website: www.FarmFreshtoYou.com
 E-mail: contactus@farmfreshtoyou.com
 Address: 23808 California 16,
 Capay, Ca (purchases product from SD County farms)

Garden of Eden Organics

Phone: (760) 994-5861
 Website: www.goeorganics.com
 E-mail: Jennifer@goeorganics.com
 Address: 1542 Silver Tree Lane
 Escondido, CA 92026

J R Organics CSA

Phone: (714) 235-3219
 Website: www.jorganicsfarm.com
 E-mail: jemarrero@jrorganicsfarm.com
 Address: 31030 Rodriguez Rd
 Escondido, CA 92026

Morning Song Farm

Phone: (888) 816-3335
 Website: morningsongfarm.com
 E-mail: donna@morningsongfarm.com
 Address: 4805 5th Street

Fallbrook, CA 92028

San Diego Organic Farm

Phone: (619) 994-7705
 Address: 955 Hanson Lane
 Ramona, CA 92065

Suzie's Farm *Has fund raising program

Phone: (619) 662-1780
 Website: www.suziesfarm.com/community/farm-raisers/
 Address: 1856 Saturn Boulevard
 San Diego, CA 92154

B. Fitness

Fire Up Your Feet

Website: fireupyourfeet.org
 E-mail: info@fireupyourfeet.org

C. Recycling

NEU Waste

Phone: (310) 734-6700
 Website: newwaste.com/fundraising.html
 E-mail: info@newwaste.com

Sound Wave Recycling

Phone: (866) 538-3888
 E-mail: info@secondwaverecycling.com
 Website: secondwaverecycling.com
 Address: 3517 Del Rey Street #113
 San Diego, CA 92109

D. Other

Chico Bag (recycle plastic bags)

Phone: (888) 496-6166
 Website: chicobag.com/fundraising
 E-mail: info@chicobag.com
 Address: 13434 Browns Valley Drive
 Chico, CA 95973

Eco Sprouts (custom t-shirts)

Phone: (800) 792-9868
 Fax: (205) 426-2311
 Website: ecosprouts.com
 E-mail: Emily@earthcreations.net
 Address: 3056 Mountainview Way
 Bessemer, AL 35020

Flower Power

Phone: (888) 833-4168
 Website: www.flowerpowerfundraising.com
 E-mail: info-fpf@flowerpowerfundraising.com
 *50% proceeds back

