



**Schools & After-school Domain's
District Wellness Representative Program presents**

HEALTHY SCHOOL FUNDRAISER CHAMPIONS

Project Overview

Healthy School Fundraiser Champions recognizes healthy school fundraising in San Diego County. Healthy fundraisers are defined as school fundraisers that rely on donations (instead of sales), or that raise money through the sale of non-food items and/or foods that meet or exceed the California Smart Snacks in Schools requirements.

<http://www.cde.ca.gov/ls/nu/he/compfoods.asp>

San Diego County schools, districts, and parent groups are encouraged to:

1. identify one or more healthy fundraising events happening in schools in their district, and
2. share details of the fundraiser on the Healthy School Fundraising collection chart (provided)

Schools with Healthy School Fundraisers will receive:

1. letter of recognition from the San Diego County Childhood Obesity Initiative (COI), addressed to the school's principal and board of education, recognizing the school as a Healthy School Fundraiser Champion.
2. certificate of acknowledgment from the COI
3. mention in the COI's newsletter

To recognize a healthy fundraiser or for more information contact Deirdre Kleske, Co-Chair, Schools & After-School Domain workgroup: deirdre.kleske@sdcounty.ca.gov.

For healthy fundraising resources, please visit: <http://ourcommunityourkids.org/domains--committees/schools-and-after-school.aspx#resources>.

Background

The connection between health and academics is well documented: healthy students perform better in school. In San Diego County, where nearly 1 in 3 students are overweight or obese, many schools are eager to help stem the tide and role model healthy behaviors. At the same time, schools struggle to finance student programs and basic supplies often resorting to the sale of unhealthful candies, baked goods, and other non-nutritious foods to raise money. However, an increasing number of schools are finding other successful means to raise money while simultaneously strengthening student health—healthy fundraising. The District Wellness Representative Program, a subcommittee of the San Diego County Childhood Obesity Initiative's *Schools & After-school Domain* workgroup, seeks to identify local healthy fundraising success stories that can serve as models to help inspire further efforts.

About Us

The San Diego County Childhood Obesity Initiative (COI) is a public-private partnership, facilitated by Community Health Improvement Partners, with the mission of reducing and preventing childhood obesity through policy, systems, and environmental change. The COI's *Schools & After-School Domain* work group has created a unique program to foster healthy environments throughout the county's 42 school districts: the District Wellness Representative Program. This program provides trained volunteers to act as liaisons with San Diego County school districts to support continuous communication with the COI's *Schools & After-School Domain* work group— sharing information, resources and best practices that help support student wellness and achievement.

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