



Healthy School Fundraising Champions

Success Stories from Schools and School Districts in San Diego County

Healthy fundraisers are defined as school fundraisers that raise money using physical activity, or rely on direct donations instead of selling items, 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.

District – School (Student Population, Grades)	Fundraiser Details Brief Description including who, what, when, where, and how	Monies Raised (Choose Letter) A. \$500 - \$1000 B. \$1,000 - \$3,000 C. \$3,000 - \$5,000 D. \$5,000 – 10,000 E. \$10,000+	Profit to school (% or portion)	Resources available (company used, website, flyers, etc.)	Main Lead Contact (please email COI to get contact information for any fundraisers)	Time Commitment (Limited, Moderate, or Significant)	Purpose of Fundraiser (what were funds used for?)
1. CVESD – Allen Elementary School (400 students, K-6)	<ul style="list-style-type: none"> a. 62 students sold reusable shopping bags b. Original Works – all classes create an art project which is sent home with order form c. Equal Exchange – catalog/online sales of fair trade products such as coffee, tea, chocolate 	<ul style="list-style-type: none"> a. A. \$700 b. B. \$1200-\$3000 c. C. \$2000 - \$4000 	<ul style="list-style-type: none"> a. 40% with no fees b. 33-50% profit c. 40% 	<ul style="list-style-type: none"> a. Chicobag.com b. Originalworks.com c. Equalexchange.coop 		<ul style="list-style-type: none"> a. Moderate b. Significant c. Moderate 	<ul style="list-style-type: none"> a. 6th grade camp b. Art supplies c. School Supplies
2. CVESD – Tiffany Elementary School (587 students, K-6)	Fun Run Oct. 2013 on playground. Students raised money through sponsorships. Students received lanyards and were given a little tennis shoe for each sponsor. Apex came to classroom every day to teach leadership lessons and suggested fun ways to get sponsorships.	E.	100% minus expenses	Apexfunrun.com/what-is-apex-fun-run		Moderate	
3. Del Mar Union – Del Mar Hills Academy (326 students, PreK – 9)	Annual “Grassroots Jog-A-Thon” held during the school day. Students raise funds through sponsorships of laps. Music and an announcer make it fun.	F. \$30,400	100% minus expenses	Coordinated by PTA in partnership with support of Del Mar		Limited	Funds for DMSEF
4. Encinitas – El Camino Creek	ECC parent volunteers sell farm-fresh strawberries several afternoons in the	B.	50%	Call for details		Limited	General program needs

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Elementary School (650 students, K-6)	Spring. We consider this fundraiser a service to our school community as everyone looks forward to the delicious strawberries all year! Sales are cash only at the two pick up gates. Half of the purchase price goes to fund general program needs.						
5. Encinitas – La Costa Heights Elementary School (740 students, K-6)	We offer fresh picked, locally grown, strawberries for sale during the month of May to our families. We advertise on campus and in our weekly newsletter. We also use strawberries vouchers as an incentive during our annual fund drive campaign. Valley Heights is very easy to work with. They bring us strawberries on each Wed. and our parent/student volunteers sell them after school. They are known as "the best strawberries" and we almost always sell out. We are able to offer healthy options to our families for fundraising.	C.	50%	Valley Heights Ranch, Oceanside		Limited	General program needs
6. Escondido Union – Reidy Creek Elementary School (699 students, K-5)	PTA coordinates APEX fun run. Students raise funds through sponsorship.. APEX teaches lessons about healthy lifestyles in each class with motivates and reinforces school's goal of building leaders. "Health & Safety Fair" runs the same day with students rotating through booths and fun run.	E. \$22,000 (\$40-45K raised, school receives 50%)	50%	Apexfunrun.com/what- is-apex-fun-run		Moderate	Supports leadership development program based on "The Leader in Me" book which focuses on building healthy minds and bodies. The school has a daily 10-minute

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							"workout" before school.
7. Julian Union HS District – Julian Union High School (144 students, 9-12)	The Julian 5K/10K Run, a U.S. Track & Field sanctioned race, was held 11/7/15. Event included a 1K race on the recently renovated high school track. 229 registered entrants from Julian and S. Cal. This race was held in previous years but has not been held recently. Next race scheduled for 11/5/16.	C. Approx. \$4,100		Facilitated by Kathy Loper Events		Significant (planning began April 2015 for November race)	\$100 given to each of 11 coaches for their programs, \$3000 given to school to help pay for referees for sports competitions.
8. Lemon Grove – Mount Vernon School (609 students, PreK-8)	Mount Vernon School PTA 2nd Annual Color Fun Run 4/22/16, 5:00-7:30 pm PTA sponsored event that includes, obstacle course stations, water play, color splash stations, healthy snacks and water. Students learn about the importance of staying healthy by being active and making healthy eating choices. This also teaches students about the school community by working together to meet our goals. Goal is to raise \$10,000 through \$20 sponsorships.	D. \$10,000 (goal)				Moderate	To fund class field trips, and the beautification of the school auditorium.
9. San Diego Unified – Language Academy (918 students, K-8)	a. Jogathon - students raise money for laps that they run. There are parent announcers, music, and water for the students. Every Jogathon has a theme with	a. E.	a. 100%	Materials are available for each fundraiser. Contact coordinator for more details.	a.	Significant	School programs

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	<p>previous themes of <i>Mustache Dash</i> and <i>Superhero Dash</i>.</p> <p>b. Old Shoe Drive c. Yearbook Sales</p>	<p>b. B. c. A.</p>	<p>b. 25% c. 25%</p>			<p>Moderate Significant</p>	
<p>10. San Diego Unified – Monroe Clark Middle School (1000 students, 6-8)</p>	<p>For the past seven years the students of the Life Skills class collect paper, aluminim and plastic bottles from classrooms and bins in the cafeteria and front office. Once per week the class walks to the recycling center two blocks away to get cash for the items.</p>	<p>A. about \$15 per week on average</p>	<p>100%</p>	<p>none</p>		<p>Moderate</p>	<p>The funds raised go toward purchasing ingredients for the weekly cooking lesson.</p>
<p>11. San Diego Unified – Sherman Elementary School (678 students, K-5)</p>	<p>Raffle held at first Garden Festival in 2016. Tickets were sold at festival and at pre-sale table before and after school during week prior to event. After-school festival lasted until 7 p.m. and included Zumba, info. from nutrition and environmental organizations, tastes of the garden, and raffle. Tickets cost \$1 (6 for \$5, 12 for \$10 and 25 for \$20) to win theme park tickets and CSA bags, among other donated prizes.</p>	<p>B. \$1007 (including approx \$100 raised after the event selling two theme park tickets on Ebay for Charity: Set up through PTA: http://charity.ebay.com/</p>	<p>100% minus \$20 nonprofit raffle permit. Applied through the PTA for permit: www.oag.ca.gov/charities</p>	<p>Donated prizes, community organizations supplied information and activities, promoted to school community</p>		<p>Significant</p>	<p>Funds pay for various nutrition educators who provide garden and nutrition education to students in weekly after-school garden club</p>

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12. San Diego Unified – Torrey Pines Elementary School (544 students, K-5)	1st Annual Torrey Trot 5k and 1 Mile Fun Run held 11/22/15. Partners were CARE and RoadRunner Sports. Open to the whole community with 190+ paid participants from school, family, friends, and the La Jolla community. Some sponsor booths at finish line. RRS hosted a shopping event that donated a % back to the school for all runners purchasing items in the store that day.	D.	70% profit	We paid \$500.00 to have our website set up with Fundly through RoadRunner Sport. It is no longer active. Websites can be set up a variety of ways.		Moderate the first year to set up the event. Now that we have done it once the time commitment will be much less.	
13. San Marcos Unified – San Marcos High School (2518 students, 9-12)	ASB initiated a recycling program: students made cardboard bins to place in classrooms with willing teachers. After 1.5 years, there are permanent plastic bins in 70 classrooms. Initial funds purchased \$1500 in blue bins for classrooms in year 1 and \$500 to purchase more in year 2. Currently profit is \$700 and the group is ready to move into other areas to recycle on campus. Potential challenge for this expansion is the need to add larger containers to the program’s existing set in order to allow an outside company to sort the trash, a task currently undertaken by the students in the leadership	B. \$2000 raised was reinvested into program expansion. \$700 profit. This fundraiser will keep giving back in money and to the environment.				Moderate. Students currently sorting the trash but plan to get larger containers so a company can do this.	Environmental projects: clean and beautify campus, expand program. Funds for smaller clubs will be used to clean, maintain, and beautify campus.

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	<p>program. More Goals:</p> <ol style="list-style-type: none"> 1) Raise awareness on the impact of personal waste. 2) Promote environmentally friendly alternatives for trash disposal. 3) Help make SMHS an eco-minded and sustainable campus. 4) To expand in to other areas of our campus. Clubs will be needed to do this and thus will profit from it. 5) To get large bins on campus that a trash company will pick up and give us the profit. We are very close to obtaining this goal at no cost to us. 6) To pioneer a campus clean-up and beautification program... staircases, and other areas like our quad. 7) To purchase bins for our student union and outside quad area to continue to recycle all of the stuff from lunch. 8) To give this fundraising opportunity away to our smaller clubs on campus. 						
14. San Marcos Unified – 11 elementary schools (10,228 students)	Schoolicious is an exciting program where healthy kids and healthy schools are supported by local restaurants Schoolicious (the only search engine of its kind providing personalized dining out recommendations validated by their team of registered dieticians), is funded through a National Institutes	B. An estimated \$2,000 is to be raised per elementary school during the current startup year.	100%	www. schoolicious.org		Moderate - Due to the need of constant promotion of the program.	Schoolicious is helping schools raise money so kids can have healthier lifestyles. From exercise equipment to school gardens to training teachers how to teach health

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	of Health grant. Participating restaurant pay a monthly fee to be in the Schoolicious program. All of these fees go to the fundraising program to be shared by the school district, evenly amongst all elementary schools for wellness programs, such as PE and playground equipment and school gardens, etc. Schoolicious boasts a new free smartphone app employing cutting-edge beacon technology. This technology enables parents and community residents to easily find participating restaurants and their Healthy Dining and Kids LiveWell-approved menu choices as well as provides the tracking of the restaurant visits correlating to the financial contributions by the restaurants.						and physical education. We all want kids to be healthy, but with America's high obesity rate and underfunded school wellness programs, it's time to step up for students.
15. Solana Beach – Carmel Creek Elementary School (352 students, TK – 3)	a. Fun Run b. Yearbook c. Mixed Bags d. Board Game Sales e. Spirit Wear f. Teacher Movie Night g. Parents Night Out h. Earning 4 Learning	a. E b. B c. B d. A e. A f. C g. A h. A	a. 100% b. 100% c. 50% d. 40% e. 100% f. 100% g. 100% h. 100%	Contact leads		a. Significant b. Significant c. Moderate d. Moderate e. Limited f. Significant g. Moderate h. Limited	Funds raised go to the PTA for school needs, or the Solana Beach Schools Foundation to fund needs at all district schools.
16. Solana Beach – Solana Pacific School (577 students, 4-6)	Our main fundraiser is the annual "Sandpiper Sprint," sponsored by the Solana Beach Schools Foundation. The Sprint takes place each spring and	E. \$15,000 - \$22,000 each year. 2016 goal is \$28,000!	100%			Significant	The money raised helps to provide STREAM Discovery Labs in Science, Art,

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	involves the entire school wearing assigned class colors and coming up with their creative "team names". Students receive pledges for the number of laps run. Parent volunteers coordinate water stations, fun DJ music, and a cool-off station at the end.						Technology, and PE for all students throughout the entire school year.
17. South Bay – Imperial Beach Charter School (850, TK-8)	Started in 2015, this PTA-led event is held in spring and fall and features up to eight inflatable structures such as slides and obstacle courses. Wristbands for four-hours unlimited play are sold for \$15 before and at event, and allow in and out privileges. Parents who aren't "playing" are allowed free in the activity area.	B. Approx. \$1200 per event		Inflatable World http://www.inflatableworldsd.com/		Moderate	
18. Vista – Alamosa Park Elementary School (510 students, K-5)	Since 2008 the Alamosa Park Education Foundation has organized a "Hawk Run" jog-a-thon at a neighboring park every other year as the grand finale to "Healthy Hawk Week" in the spring. Each grade level runs for 20 minutes. Students raise funds through sponsorships for number of laps they can run in 20 minutes, or a flat donation. Parent volunteers request donations from local businesses to use as prizes for students for various categories including most funds raised, most laps	E - In 2014, the Hawk Run raised \$35,000 for the school as well as \$35,000 in donated prizes for the students.	100%	Documents available: <ul style="list-style-type: none">• Pledge form• Info. sheet for parents & students• Sponsor request letter• Hawk Run FAQs		Significan	Each year the Foundation adopts a purpose for the fundraiser. Previous years have raised funds for technology on campus, SPARK training for teachers & PE equipment, new playground, etc.

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	<p>run, participation, etc. Business sponsors have their logos printed on banners and Hawk Run t-shirts which students wear on race day. The shirts are proudly worn throughout the year and help promote school spirit. Marines are invited to warm up with the students. Music plays while the kids are running. Parent volunteers mark off laps and cheer the kids on. Water and frozen fruit bars are provided after the run. Teachers and parents are encouraged to run alongside the students. It is a campus-wide celebration of fitness!</p>						
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