

Guide to Healthy School Fundraising

Recommended Food Fundraising Options

- *Fresh fruit & fruit baskets*
- *Wisconsin cheese baskets*
- *Popcorn & nuts*
- *Frozen pizzas*
- *Low-fat cereal bars & trail mixes*
- *Gourmet food baskets*

"Fun" draising:

- Talent shows/school plays
- Fun runs
- Walk/bike/dance/bowl/jump rope-a-thons
- Car washes
- School dances
- Golf tournaments
- Carnivals/festivals
- Craft sales

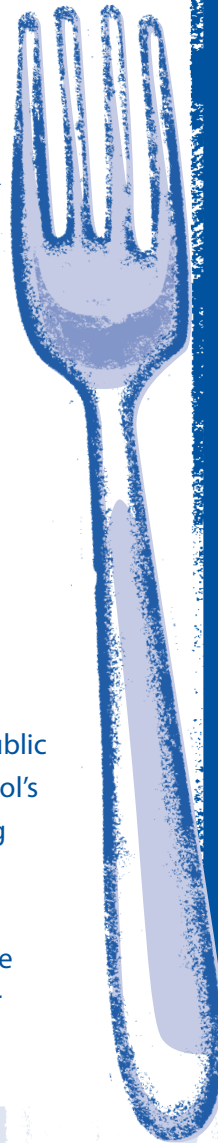
Got Team Spirit?

- Apparel
- Spirit/booster badges
- Decals, bumper stickers, temporary tattoos
- Mugs, koozies, souvenir cups
- School cookbooks
- Calendars
- Stadium blankets, pillows
- Pens, pencils, erasers
- Frisbees, jump ropes
- Basketballs, footballs, soccer balls

FUNDRAISING SHOULD SUPPORT CLASSROOM LESSONS

Schools commonly use food and beverage sales in fundraising activities. According to a 2000 study by the Center for Disease Control and Prevention's (CDC) School Health Policies and Programs Study (SHPPS), 82 percent of schools followed this practice. Among the commonly sold foods are candies, cookies, crackers, cake and pastries. Schools could reinforce classroom teachings by including more healthy choices in fundraising activities.

This practice provides consistent, positive health messages. New school fundraising strategies that include the sale of healthy foods and non-food is a public demonstration of the school's commitment to promoting healthy behaviors among students, families and the communities at large, while helping schools meet their financial needs.



Encourage your fundraising groups to consider options other than food:

- Greeting cards
- Valentines/telegrams
- Stationary
- Gift wrap, ribbons
- Baskets
- Lotions, soaps
- Picture frames
- Magazine subscriptions
- Holiday wreaths
- Ornaments
- Flowers, plants, bulbs
- Coupon books
- Balloons
- Calendars
- Jewelry
- CDs/DVDs/music downloads
- Services (lawn care, salon, housecleaning)

Try your luck! Sell raffle tickets for a chance to win:

- Bikes and physical activity equipment
- Gift certificates
- Movies theater passes
- Yearbooks, class rings
- School event tickets

For more information and to see guides on other topics, visit the Wisconsin section of the Action for Healthy Kids Website:

www.actionforhealthykids.org