

Healthy School Fundraising

Each year, schools around the country create plans for a variety of ways to raise funds; often times these efforts are coordinated by parents through PTA/PTO groups. Fundraisers provide money for a variety of necessary school improvements and scholarships. Schools use these funds to purchase playground equipment, classroom materials such as updated globes and maps, subsidize costly field trips, and many more important items.

In 2000, the Centers for Disease Control and Prevention's (CDC) School Health Policies and Programs Study (SHPPS) reported that 82% of schools used food and beverage sales for fundraising activities. Among the most commonly sold foods were chocolate candy, baked goods (including cookies, crackers, cakes, pastries), and candy other than chocolate. Selling less nutritious food items for fundraising contradicts nutrition messages taught in the classroom, giving the impression that schools care more about making money than about student health. In contrast, healthful fundraising gives consistent, positive health messages. New school fundraising strategies which include the sale of healthy foods and non-food items, is a public demonstration of the school's commitment to promoting healthy behaviors among students, families, and communities at large, while helping schools meet their financial needs.

To support healthy eating, consider some of these healthy fundraising ideas!

School Spirit Fundraisers

- Magnets
- Spirit/Seasonal Flags
- Stadium pillows or cushions
- Yearbook covers
- Yearbook space/monograms
- Book covers
- T-shirts and sweatshirts
- Pocket calendars
- Scarves, gloves, knit hats
- School Frisbee
- Mugs
- License plate frames w/ logo
- Megaphones
- Ball caps
- Wrist bands
- Picture frames
- Plastic cups or water bottles
- Key rings and chains
- Lanyards
- Buttons and pins
- Noisemakers
- Bus passes for away games
- Flannel pants or shorts
- Socks

Entertaining Fundraisers

- Temporary tattoos
- Milk mustache photos
- Valentine's Day flowers
- School art drawings
- Flowers and bulbs
- Balloon bouquets
- Food bouquets
- Talent shows
- Singing telegrams
- Festivals
- Magic show
- School dances
- Movie tickets
- Food coupons
- Arcade passes or tokens
- Plant seeds

Material Fundraisers

- Cookbook of easy and healthy after-school snacks and meals
- Bath accessories
- Books and calendars
- Brick/stone/tile memorials
- Candles
- First aid kits
- Gift baskets (coffee/tea/fruit/vegetable/cheese)
- Gift wrap, boxes, and bags
- Greeting cards/stationary
- Holiday ornaments
- House decorations
- Jewelry
- Plants
- Picture frames
- Baskets
- Car accessories
- Coupon booklets