

FUNDRAISING

FINDING NEW WAYS TO FUNDRAISE

Fundraising is a big part of many schools' efforts to address particular needs or goals of their school community. Many schools have switched their fundraising methods to be more consistent with the messages contained within the curriculum on healthy eating and the principles outlined in their school district nutrition policy.

One of the biggest challenges in fundraising activities is to find new and innovative fundraising ideas that will create interest among consumers and result in an acceptable profit.

Here are some fundraising suggestions and "best sellers" from years past organized into three categories:

- 1 **Fundraising with Healthy Food** (e.g. citrus fruit, vegetable hampers, frozen meats, healthy snacks at school events)
- 2 **Fundraising with Non-Food Items** (e.g. flower bulbs, cloth bags, candles)
- 3 **Fundraising with Community Events** (e.g. walk-a-thons, concerts, community dances)

FUNDRAISING WITH HEALTHY FOOD

Ideas for healthy foods for fundraisers include:

- Citrus fruit and other fresh fruit
- Spices
- Dried or roasted beans and lentils
- Canned or dried fruit
- Cheese
- Bags of local vegetables, such as cabbage, carrots, turnip and potatoes (See enclosed booklet: NL School Vegetable Program)
- Pasta and sauce kits
- Frozen food items (e.g. skinless chicken breasts, vegetables)
- Low fat muffin mix
- Popcorn packets (light type)
- Sub sandwiches (plan a special with a local sub vendor with specifications as to healthy ingredients)

Ideas for healthy foods that can be sold during public or school events include:

- Fresh vegetables with low fat dips
- Air popped popcorn
- Cheese sticks
- Applesauce
- Low fat muffins
- 100% fruit juice boxes
- Milk (white or chocolate)

Note: If your school has an allergy awareness policy make sure that the products sold are allergy safe.

FUNDRAISING WITH NON-FOOD ITEMS

Ideas:

- Raffle tickets, raffle gift baskets with different themes (Italian, kitchen, bathroom, gardening, Christmas, Easter, etc.)
- Cookbooks (collect and compile healthy recipes from families) or a collection of cookbooks
- Other compilation books (children's stories)
- Garbage Bags
- Bulbs, bedding plants, fresh flowers, potted plants and flower/vegetable seeds (try to approach local suppliers)
- Greeting cards designed by students (and consider having them printed professionally)
- Singing telegrams, balloon-o-grams, flower grams
- Clothing or other merchandise (cups, pens, cloth bags, etc) with school logo
- Gift certificates for local supermarket/food store
- Candles

- Gift Wrap
- Temporary tattoos
- First aid kits (make your own or buy some)
- Bookmarks
- Collect cans/bottles or empty printer cartridges
- Agendas on different themes or with pictures of school activities
- Items from a catalogue (e.g. Regal)
- Book of movie passes
- Personalized labels or stickers

FUNDRAISING WITH COMMUNITY EVENTS

Ideas:

- Athletic marathons have moved beyond walk-a-thons to include fun activities such as bowling, skating, biking, jogging, skipping, and rocking.
- Academic marathons: read-a-thons, spelling-a-thons, etc.
- Book fairs
- Dances
- Auctions (or a silent auction combined with another event, such as craft fair, talent show)
- Rummage and garage sales
- Gift wrapping
- Singing telegrams
- Treasure hunt
- Sport tournaments
- Concerts (Christmas carols with community, theatre, skits, etc)
- Carnival with games and healthy snack stands

- Create an odd job squad
- Penny drives
- Bottle drives
- Recycling Blitz

TIPS FOR SUCCESS

Many schools have lots of experience in managing fundraisers. The following are best practices for successful fundraising:

- Form a fundraising committee that involves the whole school community in the activities – school staff, teachers, parents and students.
- Take care of your volunteers: make sure they have fun and that they have what they need (such as refreshments), and do not forget to thank them publicly at the event. It is a good way to keep your volunteers for the next time. If possible, also send your volunteers a personal thank you card to show how much they are appreciated.
- Marketing is half of the job when attempting to sell items. Use eye catching ads and take pictures during the fundraising events and use them the following year to show what was done and more importantly, that it was fun! Advertise in the local paper, local radio, school newsletter, etc. Put posters up around your community at least one month ahead.
- Do a short survey to see if people are interested in your idea before deciding to sell a new item. Try to ensure prices are comparable to store prices, but high enough to earn a reasonable profit.
- Let people know your goal for fundraising – for example, trips, school team uniforms, new computer equipment. People may give more easily when they know how their money supports your projects. Many people like to know what kind of success the campaign has had in the past, and how their contribution may help you exceed your goals today.
- Try to work with local suppliers whenever possible.

There are also websites that have information about running a successful fundraising campaign and many have a free newsletter. Check out:

www.fundraising.com

www.fundraiser.com

www.fundraising-ideas.org

www.wowfundraising.com

You may also find it useful to review the list of companies in the following section. These companies cater to school and group fundraising and offer some interesting alternatives.

LIST OF FUNDRAISING COMPANIES

In the following section, you will find a list of some companies that you can contact for your fundraising activities. When ordering products, make sure the products you choose follow the district food guidelines.

This is not an exhaustive list. You may know of other companies that provide suitable fundraising products. Please take whatever opportunity available to inform the rest of the schools in the province about your successes with fundraising products and activities.

At the end of the section, we have included some blank forms to document new companies you learn about. The same form is available at our website, www.livinghealthychoools.com. If you find a useful fundraising product, please share the information by completing the form on line!

Adapted from the Healthy Eating School Resources Manual, 2007