



- Healthy Fundraising Guide -

With school budgets tight, fundraising by students, faculty members, and parent groups plays an integral part in helping fund many classroom projects, activities, field trips, school events, athletics, music, and art. Food items with little nutritional value (candy, baked goods, etc.) are commonly used for these fundraisers, and while they are easy money, the students end up paying the price. An environment that constantly provides children with sweets promotes unhealthy habits and sends a message that contradicts the nutrition education they are receiving.

Schools can still raise funds while also helping students build positive habits by planning successful fundraisers that promote a healthy lifestyle. This handout provides some creative ideas for these “healthy” AND successful fundraisers.

BENEFITS of Healthy Fundraising	CONSEQUENCES of Unhealthy Fundraising
<ul style="list-style-type: none">– Healthy kids learn better. Good nutrition is linked to better behavior/academic performance.– Provides consistent messages. Healthy fundraising shows the school’s commitment to promoting healthy behaviors and supports what students are learning about (versus contradicting it).– Promotes healthy school environment. Students need consistent, reliable health info and chances to use it. Fundraising is an important part of creating an overall healthy school environment.	<ul style="list-style-type: none">– Compromises classroom learning. Selling unhealthy food items contradicts the messages taught in the classroom. It’s like saying, “You and your friends/family need to eat healthy, but right now making money is more important.” Classroom learning remains theoretical if school environment promotes unhealthy behaviors.– Promotes the wrong message. The message sent out is that schools care more about making money than student health. We would never think of raising money with anything else that increases student health risks, but food fundraisers are often overlooked.– Contributes to poor health. Foods commonly sold provide unneeded calories and displace healthier food choices.

When planning a food fundraiser, you must follow district policy. See Regulation JLJ-R Student Nutrition & Policy EFE regarding Competitive Food Sales and attend a food fundraiser training to learn what can be sold and when. A Food Handlers Card and Temporary Food Establishment Permit through the NM Environment Department are also needed if preparing food. For these reasons, non-food options are strongly encouraged.

Creative & Healthy Fundraising Ideas

Items to Sell

- Air fresheners, candles
- Balloon bouquets
- Books, coloring books
- Bumper stickers & decals
- Calendars
- Cash calendar raffle
- Coffee cups, mugs
- Cookbooks
- Coupon books
- Customized stickers
- Decorations for home or holidays
- Emergency kits for cars
- First aid kits
- Flowers & bulbs
- Gift baskets, certificates
- Gift wrap, boxes, bags
- Green chile roasting
- Greeting cards
- Hats
- Holiday ornaments, trees, or wreaths
- Jewelry
- Local business discount cards
- Magazine subscriptions
- Music, videos, CDs
- Newspaper space, ads
- Parking spots or rent a spot
- Pet treats, toys, accessories
- Plants

(continued)

- Raffle donated goods & services from local businesses
- Scarves
- Scented pencils
- School art drawings
- Scratch-off cards
- Souvenir cups
- Spirit/seasonal flags
- Sports team merchandise
- Stadium pillows, seats
- Stationery
- Stuffed animals
- Trail mix, dried fruit, nuts
- Valentine flowers

Items to Promote School

- Bumper stickers, decals
- Calendars
- Car magnets
- Cookbook made by school
- Logo air fresheners
- T-shirts, sweatshirts
- School event planners (event dates, tests, etc.)
- Spirit flags
- Souvenir cups
- License plates/holders with school logo
- Frisbees, buttons with logo

Events to Support Academics

- Read-a-thon
- Science fair
- Spelling bee

Things to Do

- Auction (teacher does something for students)
- Bike-a-thon
- Bowling night
- Car wash (pre-sell tickets)
- Community job fair (charge for admission & booth space)
- Dances
- Family or glamour portraits
- Festivals or carnivals
- Fun runs
- Gift wrapping
- Rent-a-student (rake leaves, water gardens, walk dogs)
- Singing telegrams
- Sports tournament for basketball, soccer, golf
- Talent show
- Workshop/classes



These ideas do work! One school raised \$20,000 doing a “G.S.T” auction where local businesses, parents, and community members donated goods (furniture), services (lawn care), and talents (hair care) to be auctioned off. A school that offered local companies to rent a booth space (and received free advertising) held a community job fair. They also charged \$4 for admission and have made \$24,000 in two years.