



HEALTHY FUNDRAISING IDEAS



THE NEED FOR CHANGE



**1 IN 3 CHILDREN
& ADOLESCENTS
ARE OVERWEIGHT OR
OBESE**

80% of schools
nationwide sold
nutrient poor food &
beverages to raise
money



Compromises
student's
health for \$\$

Eases access
to unhealthy
choices

Normalizes
unhealthy
behavior

Jeopardizes
student's
well-being

Contributes to
the Obesity
Epidemic

NON-FOOD BASED ALTERNATIVES



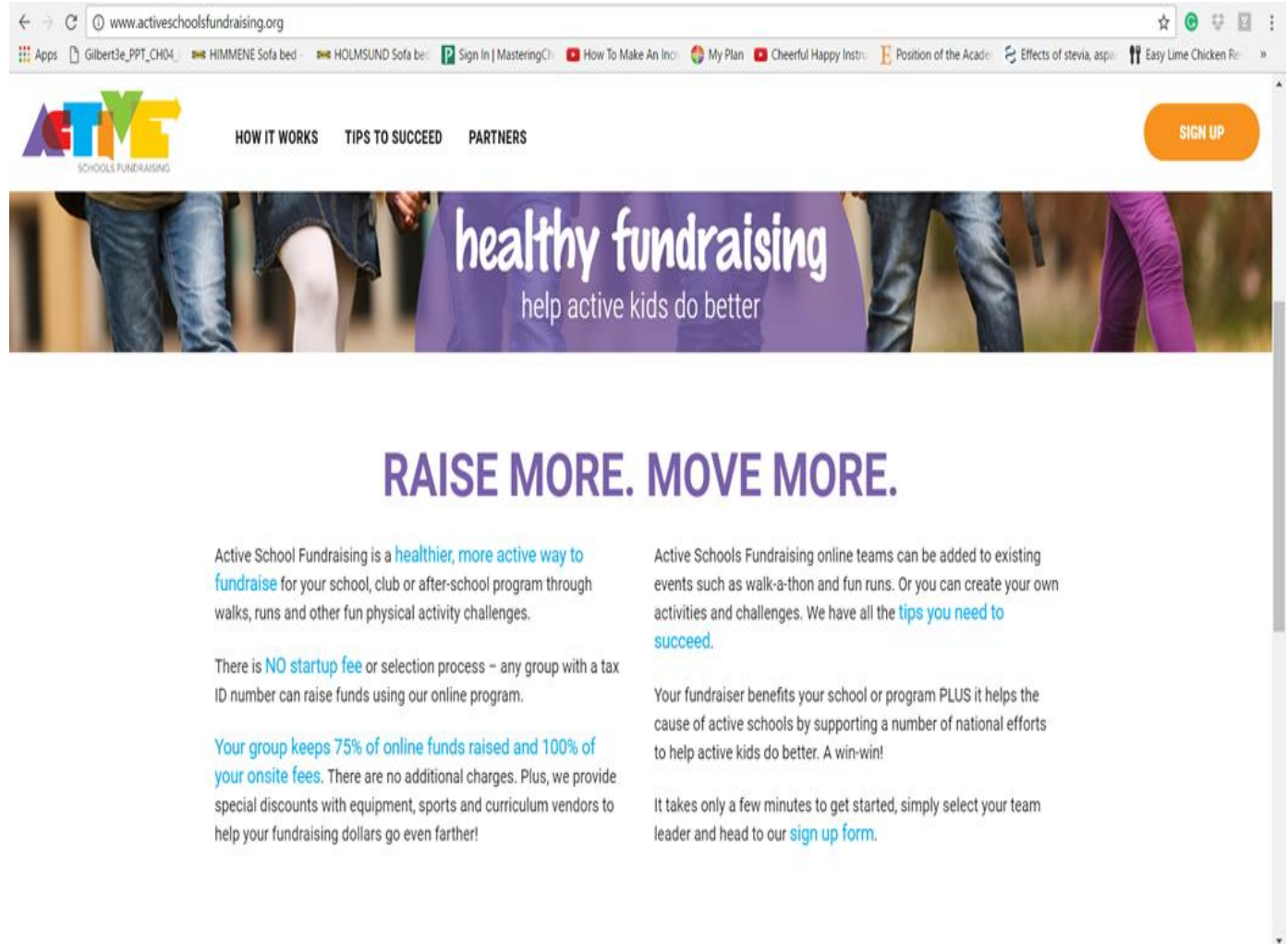
- Hula 4 Health
- Parent vs. Teacher Basketball Tournament



- Student Art Gallery
- Dancing with the Teachers
- School Cookbook

BENEFITS OF ACTIVE FUNDRAISERS

- Helps kids reach their daily physical activity requirement
- Little to no cost
- Promotes physical activity as a fun activity
- Encourages community involvement
- Studies have shown physical activity in school helps students focus and work more efficiently in class



The screenshot shows the homepage of the Active Schools Fundraising website. At the top, there is a navigation bar with the logo on the left and links for 'HOW IT WORKS', 'TIPS TO SUCCEED', and 'PARTNERS' in the center. An orange 'SIGN UP' button is on the right. Below the navigation bar is a large banner image showing the lower legs and feet of a group of children walking. Overlaid on the right side of the banner is the text 'healthy fundraising' in a large, white, sans-serif font, with 'help active kids do better' in a smaller font below it. The main content area below the banner has a white background. It features the heading 'RAISE MORE. MOVE MORE.' in a bold, purple, sans-serif font. Underneath this heading, there are two columns of text. The left column describes the program as a 'healthier, more active way to fundraise' and mentions that there is 'NO startup fee'. The right column explains that online teams can be added to existing events and that the fundraiser benefits the school and supports national efforts. Both columns include links for more information.

www.activeschoolsfundraising.org

ACTIVE SCHOOLS FUNDRAISING

HOW IT WORKS TIPS TO SUCCEED PARTNERS SIGN UP

healthy fundraising
help active kids do better

RAISE MORE. MOVE MORE.

Active School Fundraising is a [healthier, more active way to fundraise](#) for your school, club or after-school program through walks, runs and other fun physical activity challenges.

There is [NO startup fee](#) or selection process – any group with a tax ID number can raise funds using our online program.

[Your group keeps 75% of online funds raised and 100% of your onsite fees.](#) There are no additional charges. Plus, we provide special discounts with equipment, sports and curriculum vendors to help your fundraising dollars go even farther!

Active Schools Fundraising online teams can be added to existing events such as walk-a-thon and fun runs. Or you can create your own activities and challenges. We have all the [tips you need to succeed](#).

Your fundraiser benefits your school or program PLUS it helps the cause of active schools by supporting a number of national efforts to help active kids do better. A win-win!

It takes only a few minutes to get started, simply select your team leader and head to our [sign up form](#).

* For more information log on to
activeschoolsfundraising.org



HULA 4 HEALTH



How does it work?

- Peer-peer competition to see who can keep the hoop going for the longest amount of time.
- Students will be recruited on a volunteer basis.
- To fund the hula hoops, a small \$1 participation fee will be collected from all participants.

How is it profitable?



- Based on participation fees and parent/sponsor donations.
- Students will be provided a pledge sheet to ask family and friends for sponsorship.
- High Bridge Elementary School put on a "Fun Run" and raised a total of \$3,000.

PARENT VS. TEACHER BASKETBALL TOURNAMENT

How does it work?

- Parents will compete against staff members as a fun way to excite the students!
- Each participant will pay a \$10 participation fee.
- As an additional form of revenue, water can be sold during the game.
 - Idlewild Elementary School in raised \$800 in their parent vs. teacher basketball game!



BENEFITS OF ARTISTIC FUNDRAISERS

- Studies show art helps to aid in the development of
 - Motor skills
 - Language development
 - Decision making
 - Visual learning
 - Cultural awareness
 - **Academic performance**
- Encourages community and parental involvement
- Low cost



STUDENT ART GALLERY



How does it work?



- Students will create their own work of art to be displayed in their cafeteria/ recreational area.
- Students who contribute to the gallery will be entered into a raffle to win “no homework passes”.

How is it profitable?

- Admission tickets will be sold to family, friends, and students will be admitted for free.
- Student’s crafts can also be put up for “auction”
- An entrance fee of \$5 per person will be collected and will include a voting slip that allows for visitors to vote for their top 3 choices per grade level.

DANCING WITH THE TEACHERS



How does it work?

- Much like the popular ABC show “Dancing with the Stars”, Dancing with the Teachers will pair staff members together to compete for the “judges”.

- Teachers will be paired by grade level
- The judges will be the audience members.

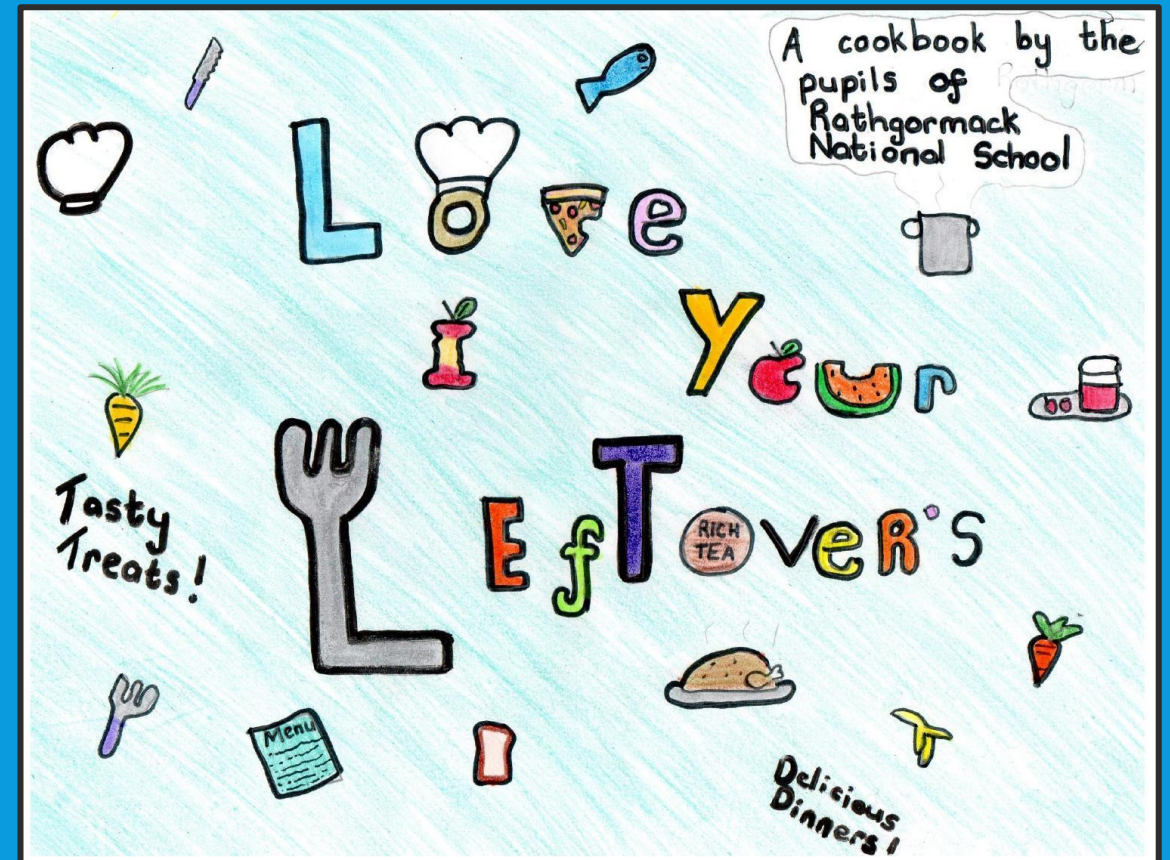
How is it profitable?

- Revenue will come from admission tickets
- The event can be open to the public to generate a larger profit!
- Both an elementary and middle school in North Rockland put on the event and within four years they have brought in over \$100,000 to donate to the Stand Up for Cancer organization.



How does it work?

- Ask parents to submit their favorite recipe.
- Once all recipes have been collected, the recipes can be typed up and personal touches (ex. student pictures, art work) can be placed next to the recipe.
- The cost to produce the cookbook can vary depending on the use of outside sources (Cost can be cut by asking parents to donate paper)
- * Lawsonville Elementary School were able to produce their cookbook for \$1/ cookbook and sold it for \$8.
 - 250 students sold over 450 cookbooks
 - Cost to produce cookbooks= \$450
 - Profit after deducting cost= \$3,150



TIPS & TRICKS FOR A SUCCESSFUL FUNDRAISER

- PROMOTE, PROMOTE, PROMOTE
 - Involve the community by posting flyers around town
- Don't be afraid to ask for help
 - Get parents involved in the process by asking for volunteer help
- Be creative!
 - Think of activities your students love and think of ways to make it profitable

TOGETHER WE HAVE THE ABILITY TO
HELP
ALL STUDENTS REALIZE THEIR
UNLIMITED POTENTIAL

