

Recommended “Healthy” Fundraisers and Fundraisers to Avoid

Recommended “Healthy” Fundraisers (See Table 1)

- **Walk-a-thons and “fun runs.”** Increasingly popular, walk-a-thons and 5Ks promote physical activity and can raise significant funds.
- **Book fairs.** This popular fundraiser promotes literacy while raising revenue.
- **Non-food product sales.** The possibilities are endless. Fundraising companies help schools sell jewelry, toys, personal care products, plants, candles, and many other products.
- **Scrip/Schoolpop.** Scrip or schoolpop is a gift card for use at local grocery stores, clothing stores, coffee shops, or other retail stores. Schools purchase scrip at a discount from those retailers. There is no added cost to parents, who purchase the scrip for the full face value and spend it, like a gift card, at participating stores. Schools make money because they get to keep the difference between the discounted price they pay the retailer and the full face value that parents pay them.
- **Sale of school-related promotional items.** Sales of T-shirts, sweatshirts, pens, pencils, book covers, water bottles, and other items branded with the school logo can help build school spirit and raise funds.
- **Gift wrap sales.** Ask gift wrap companies for catalogs that do not include candy and other low-nutrition foods in addition to wrapping paper.
- **Recycling fundraisers.** Recycling companies purchase used items, such as clothing, printer cartridges, and cell phones, from schools.
- **Healthy food sales.** Schools can sell healthy food products such as fruit, spices, bottled water, or granola bars.
- **Grocery store fundraisers.** Grocery stores give a percentage of community members’ purchases to a designated local school.
- **Scratch cards/discount cards.** Participants scratch dots on cards to designate a donation amount. In exchange for making the indicated donation to the school, participants receive discount coupons from local businesses.
- **Ask parents for a donation at the beginning of the school year.** Many parents prefer to pay an upfront donation to the school to reduce the number of other fundraisers during the rest of the school year. Parents can pay the fee in one lump sum or in installments over the school year.
- **Auctions.** Auctions can be very profitable, though also labor intensive, and ideally include several big-ticket items donated by local businesses.

- **Car Washes.** Car washes also promote school spirit and physical activity.
- **Cookbook fundraisers.** Schools collect recipes from students, staff, and prominent community members to create a cookbook, which is sold to members of the community.

Fundraisers to Improve

- **Convert sales of foods and beverages through a la carte and vending machines from low-nutrition to healthier foods and beverages.** Many schools are finding that they can raise just as much money selling healthier products through a la carte and vending as they did by selling soda and junk food. In addition, the revenue raised by schools through a la carte and vending is likely offset by decreases in sales from the National School Lunch Program, through which schools receive reimbursements from the federal government.
 - **A la carte.** A la carte food and beverage items are sold individually – in place of or alongside of reimbursable meals – in school cafeterias. A la carte sales generally constitute the largest source of food and beverage sales outside of school meals. Since only children with spending money can purchase a la carte items and reimbursable meals are free to low-income students, the sale of a la carte foods can stigmatize the reimbursable school meals.
 - **Vending.** Overwhelmingly, the snacks (85%) and beverages (75%) available from school vending machines are of poor nutritional quality. The average amount of sugary drinks high school students consume out of school vending machines is enough so that over four years of high school, a student could gain an extra 9.6 pounds.^A Though school beverage contracts appear to be lucrative, the funds raised usually represent less than 0.5% of school districts' budgets; school beverage contracts raise an average of just \$18 for schools and/or districts per student per year.

Fundraisers to Avoid (See Table 1)

- **Bake sales.** Cookies, cakes, and other sweet baked goods are leading sources of calories, sugars, and saturated and trans fats in children's diets. This unhealthy, time-consuming, and relatively unprofitable fundraiser also requires parents to pay twice: once for the ingredients for the baked goods and a second time when they give their children money to buy those baked goods.

^A If the calories are not compensated for through physical activity or reduced intake of other calories.

- **Candy, cookie dough, doughnut, pizza, or pizza kit sales.** Enlisting school children to sell products for junk-food manufacturers sends kids the wrong message about the importance of healthy eating.
- **School fundraisers at fast-food restaurants.** A restaurant offers a school a cut of the sales on a week night designated for the fundraiser. This is a marketing opportunity for the restaurant to drum up business and associate its brand with the school. Nutritionally, such fundraisers are of concern because the majority of choices available at most fast-food restaurants are too high in calories, saturated and trans fat, or salt and include few fruits, vegetables, or whole grains.
- **Label redemption programs that include many low-nutrition products.** For these programs, students' families are asked to purchase products from particular companies and then turn the labels (or other proof of purchase, such as box tops) into the school, which redeems them for school supplies or money. In both the Campbell's Labels for Education Fundraising Program and the General Mills' Box Tops for Education Program, 80% of eligible products are of poor nutritional quality.

Table 1. Healthy v. Unhealthy Fundraising Options Available to Schools

RECOMMENDED^b Healthy Fundraisers	AVOID Unhealthy Fundraisers
A la carte and vending machine sales that meet nutrition standards ^a	Bake sales
Auctions	Candy, cookie dough, and doughnut sales
"Bakeless" bake sales (i.e., parents donate the amount of money to the school that they otherwise would have spent at a bake sale; no baked goods are sold)	Fundraisers at fast-food restaurants
Book fairs	Label redemption programs that include products of poor nutritional quality
Bottled water sales	Pizza or pizza kit sales
Calendars, stationery, greeting cards, and picture frames	Sale of foods and beverages of poor nutritional quality through a la carte, vending, or school stores ^c
Candles, ceramics	
Car washes	
Cookbook fundraisers	
Coupon books and scratch cards	
Fruit sales	
Fun runs, walk-a-thons, bowl-a-thons, golf tournaments, sporting events	
Grocery store fundraiser	
Holiday decorations/ornaments, novelties	
Jewelry, clothing, accessories, and personal care products	
Magazine subscriptions	
Plants and flowers	
Raffles	
Recycling of clothing, cell phones, and printer cartridges	
Safety and first aid kit sales	
Scrip and gift checks	
Spices	
Toys	
Wrapping paper	

^b See Appendix A for the contact information for fundraising companies that sell these products.

^c See Table 3 for nutrition and portion size standards.

Table 2: Popular Product Fundraisers

Non-food Products/Healthier Foods	Unhealthy Foods
<ul style="list-style-type: none"> ■ Books ■ Calendars ■ Candles ■ Ceramics ■ Clothing and accessories ■ Coffee ■ Coupon books, gift checks ■ Custom printed items ■ Donation cards and programs ■ Fresh and dried fruit ■ Gift wrap ■ Greeting cards ■ Holiday ornaments and novelties ■ Items with school logo (t-shirts, sweat shirts, water bottles, key chains, etc.) ■ Jewelry ■ Magazine subscriptions ■ Nuts ■ Picture frames ■ Plants and flowers ■ Safety and first aid kits ■ Soap and personal care products ■ Spices ■ Sports pennants, cards, novelties ■ Stationery ■ Toys 	<ul style="list-style-type: none"> ■ Candy, chocolates, & confections ■ Cheese and processed meats ■ Cookies, cookie dough, doughnuts, and other baked goods ■ High-fat snack foods ■ Pizza & pizza kits

School Fundraising Myths

Myth: *Selling junk food is the only lucrative way to raise funds for schools.*

Reality: As listed in Table 1, we found more healthy fundraisers available to schools than unhealthy fundraisers. Many non-food and healthy-food fundraisers generate profits for schools equal to or greater than profits from fundraisers selling low-nutrition foods.

Myth: *The only foods and beverages children will purchase are junk foods and soft drinks.*

Reality: "Students will buy and consume healthful foods and beverages – and schools can make money from selling healthful options," according to USDA and the Centers for Disease Control and Prevention (CDC).¹ **Of 17 schools and school districts that tracked income after switching to healthier school foods, 12 increased revenue and four reported no change. The one school district that did lose revenue in the short term experienced a subsequent revenue increase after the study was completed.**

Myth: *Vending machines raise a lot of money for schools.*

Reality: Though contracts often appear to be lucrative, the funds raised usually represent only a small fraction of a school district's overall budget. **The average contract provides only one-quarter of one percent of the average cost of a student's education, which according to the National Center for Education Statistics, is about \$8,000 per year.**²

A national study of 120 school beverage contracts in 2006 found that contracts raise an average of \$18 for schools and/or districts per student per year. In addition, the profitability of exclusive soft drink contracts vary considerably from district to district; the range of total annual revenue to schools/districts from beverage contracts averages \$0.60 to \$93 per student.³ However, only one small school from among the 120 analyzed contracts raised more than \$50 per student per year.

Myth: *Vending machines are more profitable than other types of school fundraisers.*

Reality: Typically, the profit margins on vending machines are less than for other types of fundraisers. The average commission rate to schools on vending machine beverage sales is 33%.³ For example, in Austin Independent School District, students spent \$504,000 per year on products from school vending machines, but their schools received only \$90,000 of the proceeds. For other product fundraisers, schools usually keep 45% of sales revenue, though the revenue to the school is determined by the volume sold.

Myth: *Vending machines bring new money into schools.*

Reality: School vending shifts money away from the nutritionally regulated school meal programs. Kids come to school with lunch money, and many either spend that money on a balanced lunch or on HoHos and a sugary drink from the vending machine. The Texas Department of Agriculture estimates that Texas schools raise \$54 million per year from vending sales, while the state's school food service operations may lose \$60 million per year to the sale of foods outside of the meal programs.⁴

Myth: *Soda companies are generous benefactors of schools.*

Reality: Coke, Pepsi, and other junk-food manufacturers that sell their products in schools are not giving money to schools, they are taking it. The money raised from fundraising in schools is not a charitable donation from the soft drink and snack food industries. The money comes out of the pockets of children and their parents. Companies, in the case of beverage vending, take about two-thirds of the money back to corporate headquarters.³

Myth: *Bake sales are popular.*

Reality: Maybe with kids, but many parents resent bake sales, which require them to purchase ingredients, bake an item to sell, and then give their child money to buy the products for which they have already paid.

Myth: *Label redemption programs (e.g., Campbell's Labels for Education Fundraising Program, Box Tops for Education) are effective fundraisers.*

Reality: To earn a digital camcorder, a school would have to collect 27,850 Campbell's product labels. At \$1.20 per can of soup, students' families would have to spend \$33,420 on Campbell's products in order for the school to earn a \$300 camcorder. In a school of 500 students, each student's family would have to buy 56 products.

Myth: *Gift wrap sales are healthy fundraisers.*

Reality: They should be, but many popular gift wrap catalogs also include chocolates, high-fat high-sugar baked goods, and other low-nutrition foods.

Recommendations for Healthy School Fundraising

What Parents Can Do:

- Work with your school principal, district school board, or food service to adopt nutrition standards for all food sales outside of school meals, including through vending, a la carte, school stores, and fundraisers. See CSPI's School Foods Tool Kit for information and materials (free of charge at www.cspinet.org/schoolfoodkit).
- Urge your member of Congress and U.S. Senators to cosponsor the Child Nutrition Promotion and School Lunch Protection Act to require USDA to update its nutrition standards for all foods sold outside of the school meal programs.
- Talk with your PTA/PTO, principal, coaches, school clubs, art, music and athletic departments, booster clubs, and food service about healthier fundraising options. Provide them with examples of healthy fundraisers.
- Replace fundraisers that sell low-nutrition foods (like candy bars and cookie dough) with non-food products (like gift cards, jewelry, and plants) or healthier food products (like fruits, water, and granola bars) (see Table 1).
- Replace bake sales with alternatives such as "bakeless" bake sales or non-food product sales.
- Conduct recycling fundraisers to raise money and help the environment.
- Ask fundraising companies to provide your school with fundraising catalogs that feature only non-food or healthy food products (for example, ask for gift wrap catalogs that do not include candy).

What Schools Can Do:

- Adopt nutrition standards for all food and beverage sales outside of school meals including through vending, a la carte, school stores, and fundraisers. See the National Alliance for Nutrition and Activity's (NANA) Model School Wellness Policies at www.schoolwellnesspolicies.org.
 - Set a policy to allow only fundraisers that sell either non-food items or foods that meet school nutrition standards (see standards in NANA's model policy at www.schoolwellnesspolicies.org). Provide school organizations with a list of healthier fundraising alternatives.
 - Place only healthier foods and beverages in school vending machines (see www.cspinet.org/schoolfoodkit for a list of product options).
- Do not hold school fundraisers at restaurants where more than half of the menu options are of poor nutritional quality (see nutrition standards in Table 7). Such

a policy would exclude fundraisers at most fast-food restaurants and many other chain restaurants.

- Enlist students in developing healthy, profitable fundraising ideas. For example, a business class could be tasked with developing and implementing a healthy school fundraiser.
- Require companies to feature either images of healthier foods and beverages, like water or 100% fruit juice, or school logos on the fronts and sides of vending machines. Do not allow images of soda, sports drinks, or sugary fruitades.
- Implement a nutrition policy for foods and beverages offered or sold at school-sponsored events outside of the school day, such as school sporting events.

What Companies Can Do:

- Supply only healthy foods and beverages to schools for a la carte, vending, fundraising, and school stores.
- Support national, state, and local efforts to set strong nutrition standards for school foods and beverages.
- Offer schools donations that are not tied to promoting a particular brand, unless it is a healthy brand.
- Fundraising companies should offer schools fundraising catalogs that feature only healthy or non-food products. (For example, do not include candy in a wrapping paper catalog.)
- Put only healthy brands or non-branded images (e.g., school logos) on vending machine covers and sides.
- Restaurants should offer a greater number of healthy menu items and should list calories on menus to make it easier for students and parents to make healthy choices at school fundraising nights (and at other times).

Given rising obesity rates and children's poor diets, it is no longer acceptable to sell junk food to children through school fundraisers, including vending and a la carte. Healthy fundraisers set a positive example and support healthy eating by children, nutrition education, and parents' efforts to feed their children healthfully.

There are many options for healthy fundraising available to schools that are easy to implement and profitable. A growing number of case studies demonstrate that schools can make just as much money from selling healthy foods and beverages and non-food items as they did selling junk food.

Appendix A:

Contact Information for Fundraising Companies

A wide variety of fundraising companies work with schools. Examples are listed below, most of which work with schools throughout the country. CSPI does not endorse any of these companies, but provides their contact information for the convenience of readers.

A. Fruit

Cushman's Fruit Company

Phone: (800) 776-7575
Fax: (800) 776-4329
Website: www.honeybell.com
Email: fundraising@honeybell.com
Address: Post Office Box 24711
West Palm Beach, FL 33416-4711

Florida Fruit Association, Inc.

Phone: (800) 613-7848
Website: www.fundraisingfruit.com
Address: 716 20th Ave
Vero Beach, FL 32962

Fruition

Phone: 800-481-FRUIT (3784)
Website: <http://fruitiongifts.com>
Email: fundraisers@fruitiongifts.com
Address: Maryland Produce Market
P.O. Box 2001, Jessup, MD 20794

Golden Harvest Fruit Co.

Phone: (800) 826-9099
Fax: (561) 466-5920
Website: www.golden-harvest-fruit.com
Email: goldenharvest@worldnet.att.net
Address: 4788 North US Hwy 1
Ft. Pierce, FL 34946

Hale Groves

Phone: (888) 373-7848
Fax: (561) 589-8889
Website: www.HaleGrovesFundRaising.com
Email: fundraising@halegroves.com
Address: P.O. Box 701330, Wabasso, FL 32970

Langdon Barber Groves

Phone: (800) 766-7633
Fax: (800) 878-3613
Website: www.lbg.org
Email: info@lbg.org
Address: P.O. Box 13540, Fort Pierce, FL 34979

Parker Indian River Groves

Phone: (888) EAT-CITRUS
Fax: (865) 525-9992
Website: www.giftfruitfundraising.com
Email: info@citrusfruit.com
Address: P.O. Box 1208
Vero Beach, FL 32961-1208

Riverbrite Citrus

Phone: (800) 732-7483
Fax: (561) 466-2850
Website: www.riverbrite.com
Email: sales@riverbrite.com
Address: 150 North Graves Road/Orange Ave.
Fort Pierce, FL 34982

Riversweet Citrus Sales, Inc.

Phone: (800) 741-0004
Fax: (727) 545-5367
Website: www.riversweet.com
Email: alex@riversweet.com
Address: 11350 66th Street North, Suite 102
Largo, FL 33773-5524

B. Bottled Water

Amanda Hills Spring Water Company

Phone: (800) 375-0885
Fax: (740) 927-1856
Website: <http://amandahills.com>
Address: P.O. Box 301
9756 National Road, SW, Etna, Ohio 43018

Champion Fundraising

Fax: (901) 755-4665
Website: www.championfundraising.com
Email: requests@championfundraising.com
Address: PO Box 381652
Germantown, TN 38183

FundRaising.com

Phone: (800) 443-5353
Fax: (888) 702-3865
Website: www.fundraising.com
Email: info@fundraising.com
Address: P.O. Box 690
N143 W5775 Pioneer Road
Cedarburg, WI 53012

Premier Label Water Company

Phone: (888) 628-0798
Website: www.plwc.net
Email: info@plwc.net
Address: 2799 E. Tropicana, Suite H456
Las Vegas, NV 89121

C. Grocery Stores**Albertsons Community Partners**

Phone: (800) 696-6419
Website: www.albertsons.com/cp/?s=

Food Lion Shop and Share

Phone: (704) 633-8250 x3810
Fax: (704) 630-9724
Website: www.foodlion.com/IntheCommunity/ShopandShare/
Email: customerrelations@foodlion.com
Address: PO Box 1330, Salisbury, NC 28145

Giant A+ Bonus Bucks

Phone: (877) ASK-APLUS
Website: www.giantfood.com/aplus
Email: http://www.giantfood.com/aplus/aplus_comment_form.htm

Hannaford Helps Schools

Phone: (888) 287-9050
Fax: (207) 885-3051
Website: www.hannaford.com/Contents/Our_Company/Community/wh_hannafordHelps.shtml
Email: lorie.hamilton@hannaford.com
Address: P.O. Box 1000, Portland, Maine 04104

Harris Teeter Together In Education

Phone: (800) 432-6111
Fax: (704) 844-3214
Website: www.harristeeter.com/default.aspx?pageld=292
Email: www.harristeeter.com/default.aspx?pageld=25
Address: P.O. Box 10100, Matthews, NC 28105

Ingles Tools for Schools

Phone: (888) 8TOOLS4
Fax: (888) 5TOOLS4
Website: www.inglestoolsforschools.com
Email: info@kaplenco.com
Address: P.O. Box 609, Louisville, NC 27023

Kroger Cares

Phone: (800) 837-4483
Fax: (614) 898-6686
Website: www.kroger.com/mykroger/gl/FundRaising.htm
Email: Prefers not to have people send email
Address: 4111 Executive Parkway
Westerville, OH 43081

Lowes Food Club Cash

Phone: (888) 669-5693 x53056
Fax: (800) 659-1425
Website: www.lowesfoods.com/clubcash.cfm
Email: wecare@lowesfood.com
Address: P. O. 24908, Winston, SC 27114

Meijer Community Rewards

Phone: (800) 962-7011
Website: <http://www.meijer.com/rewards/>
Email: <http://www.meijer.com/contact/pcaform.asp>
Address: P.O. Box 1752
Grand Rapids, MI 49501

Ralphs Community Contribution

Phone: (800) 443-4438 x3
Fax: (310) 884-2648
Website: www.ralphs.com/ccprogram.htm
Address: P.O. Box 54143
Los Angeles, CA 90054

Safeway Club Card for Education

Website: <http://shop.safeway.com/superstore/default.asp?brandid=1&page=corphome>

Tom Thumb Good Neighbor Program

Phone: (888) 334-8240
Fax: (713) 917-8006
Website: www.tomthumb.com/goodneighbor.asp
Address: 6770 Abrams Road
Dallas, Texas 75230

D. Scrip/Schoolpop

Great Lakes Scrip Center

Phone: (800) 727-4715
Fax: (888) 865-9655
Website: www.glscrip.com
Email: glscmail@glscrip.com

New England Scrip

Phone: (877) 745-7383
Fax: (720) 302-6290
Website: www.newenglandscrip.com
Email: info@NewEnglandScrip.com
Address: PO Box 3034
Beverly, MA 01915

Schoolpop

Phone: (888) 200-2088
Fax: (678) 405-9334
Website: www.schoolpop.com
Email: customercare@schoolpop.com
Address: 1100 Abernathy, NE
Building 500; Suite 950, Atlanta, GA 30328

E. Discount Cards

Discount Card Fundraiser

Phone: (888) 293-9290
Website: www.thediscountcard.com
Email: info@thediscountcard.com
Address: P.O. Box 2366
Valdosta, GA 31604-2366

F. Scratch Cards

#1 Fundraisers Fundraising, Inc.

Fax: (208) 728-5974
Website: www.1-fundraisers-fundraising.com
Email: Fundraisernow@yahoo.com
Address: 5501 N. Charles St.
Baltimore, MD 21204

1Fundraising.com

Fax: (502) 364-9808
Website: www.1fundraising.com
Email: info@1Fundraising.com
Address: 7017 Grade Lane, Louisville, KY 40213

ABC Fundraising

Phone: (800) 368-4543
Fax: (323) 667-0065
Website: www.ABCFundraising.com
Email: Info@ABCFundraising.com
Address: 1348 Lucile Avenue, Ste. 1
Los Angeles, CA 90026

Cash Savings Card (a.k.a. CornerStone Publishing)

Phone: (800) 538-6963
Fax: (941) 945 6343
Website: www.cashsavingscard.com
Email: fundraising@cashsavingscard.com

eFundraising.com

Phone: (800) 561-8388
Fax: (877) 275-8664
Website: www.efundraising.com
Email: info@efundraisingcorp.com
Address: 1320 Rte. 9, Champlain, NY 12919

FundRaising.com

Phone: (800) 443-5353
Fax: (888) 702-3865
Website: www.fundraising.com
Email: info@fundraising.com
Address: P.O. Box 690, N143
W5775 Pioneer Road, Cedarburg, WI 53012

Justfundraising.com

Phone: (888) 440-4114
Fax: (888) 440-7448
Website: www.justfundraising.com
Email: helpdesk@justfundraising.com
Address: 1310 Route 9, Champlain, NY 12919

Partners for Kids

Phone: (800) 681-1207
Fax: (865) 984-7027
Website: www.partnersforkids.com
Email: gary@partnersforkids.com
Address: PO Box 27070, Knoxville, TN 37927

G. Recycling

Cartridges for Kids

Phone: (800) 420-0235
Fax: (970) 493-7250
Website: www.cartridgesforkids.com
Email: contact@cartridgesforkids.com
Address: 315 Lincoln Court
Fort Collins, CO 80524

Cash 4 Cartridges USA

Phone: (865) 984-9020
Website: www.cash4cartridgesusa.com
Email: Recycle@Cash4CartridgesUSA.com

EcoPhones

Phone: (888) Eco-Phones or (888) 326-7466
Website: www.ecophones.com
Email: info@ecophones.com

Friendship Used Clothing Collection LLC

Phone: 919-250-9091
Website: www.friendshipusedclothing.com
Email: dave@friendshipusedclothing.com
Address: 1220 Corporation Parkway, Suite 103
Raleigh, North Carolina 27610

Profit Quests

Phone: (888) 272-4540
Fax: (318) 255-5888
Website: www.profitquests.com
Email: information@profitquests.com
Address: 2803 Arcadia Drive, Ruston, LA 71270

H. Gift Wrap

Cherrydale Farms

Phone: (800) 570-6010
Website: www.cherrydale.com
Email: info@cherrydale.com
Address: Allendale, PA

Current USA, Inc.

Phone: (877) 665-4481
Fax: (800) 993-3232
Website: www.currentinc.com
Email: CurrentFundraiserCustomerService@currentinc.com
Address: 1005 East Woodmen Road
Colorado Springs, CO 80920

Earthsavers Fundraising

Phone: (336) 275-9282
Fax: (336) 379-5020
Website: www.earthsaversfundraising.com
Email: info@earthsaversfundraising.com
Address: 2007 Yanceyville St.
Greensboro, NC 27405

Entertainment Publications, Inc.

Phone: (877) 248-2273
Fax: (248) 637-9792
Website: www.fundraising.entertainment.com
Address: 2125 Butterfield Road, Troy, MI 48084

Sally Foster (a.k.a. Cendant Corporation)

Phone: (203) 365-2000
Website: www.sallyfoster.com
Address: 707 Summer Street
Stamford, CT 06904

I. Cookbooks

Cookbook Publishers, Inc.

Phone: (800) 227-7282 or (913) 492-5900
Fax: (913) 492-5947
Website: www.cookbookpublishers.com
Email: info@cookbookpublishers.com
Address: 10800 Lakeview Avenue
P.O. Box 15920, Lenexa, KS 66285-5920

Fundcraft Publishing, Inc.

Phone: (901) 853-7070
Fax: (901) 853-6196
Website: www.fundcraft.com
Address: P.O. Box 340, 410 Highway 72 W
Collierville, TN 38027

G & R Publishing Co.

Phone: (800) 383-1679
Fax: (800) 886-7496
Website: www.gandrpublishing.com
Email: gandr@gandrpublishing.com
Address: 507 Industrial St., Waverly, IA 50677

Morris Press Cookbooks

Phone: (800) 445-6621
Fax: (308) 234-3969
Website: www.morriscookbooks.com
Address: P.O. Box 2110
Kearney, NE 68848-2110

Walter's Publishing

Phone: (800) 447-3274
Fax: (507) 835-3217
Website: www.custom-cookbooks.com
Email: cookbook@mninc.net
Address: 1050 8th St NE, Waseca, MN 5609

J. Auctions**Auction Systems** (Auction Software)

Website: www.auctionsystems.com
Email: info@auctionsystems.com

cMarket.com (online auctions)

Phone: (866) 621-0330
Fax: (617) 374-9015
Website: www.cmarket.com
Email: sales@cmarket.com
Address: One Main Street
Cambridge, MA 02142

EverySoft (online auctions)

Website: www.everysoft.com/frames.html
Email: sales@everysoft.com
Address: 920 Scenic Dr., Midland, MI 48642

National Auctioneers Association

(Find an Auctioneer)
Phone: (913) 541-8084
Website: www.auctioneers.org
Address: 8880 Ballentine
Overland Park, KS 66214

Northwest Benefit Auctions

Phone: (800) 469-6305
Website: www.auctionhelp.com
Address: 1200 NE 112th Ave.
Suite C250, Bellevue, WA 98004

Target Funding Group

Phone: (800) 345-0782
Fax: (561) 626-4291
Cell: (561) 906-0702
Website: www.charityauctionhelp.com
Address: 11730 Stonehaven Way
West Palm Beach, FL 33412

K. Candles**America's Fundraising Network**

Phone: (800) 936-5538
Fax: (865) 539-0164
Website: www.americasfundraising.com
Email: haroldcondra@americasfundraising.com
Address: P.O. Box 52167, Knoxville, TN 37950

Aromalight Candle Company

Phone: (877) 542-3285
Fax: (502) 969-3709
Website: www.aromalightcandles.com
Email: info@aromalightcandles.com
Address: 908 Ulrich Avenue
Louisville, KY 40219

All Star 1 Fundraising

Phone: (800) 642-4766 or (405) 692-0500
Fax: (405) 692-0588
Website: www.allstar1.com
Email: pizzamakers@allstar1.com
Address: P.O. Box 890180
Oklahoma City, OK 73189-0180

eFundraising.com

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 Fax: (800) 670-5664
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 Address: P.O. Box 4004, Wichita Falls, TX 76308

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 Fax: (508) 679-8288
 Website: www.BearyThoughtful.com
 Address: P.O. Box 257, Tiverton, RI 02878

B.G. Beads (Beads and Spirit-wear)

Phone: (888) 276-6299
 Fax: (216) 382-1099
 Website: www.bgbeads.com
 Email: debbie@bgbeads.com
 Address: 3553 St. Albans Rd.
 Cleveland, OH 44121

Entertainment Publications, Inc. (Coupon Books)

Phone: (877) 248-2273
 Fax: (248) 637-9792
 Website: www.fundraising.entertainment.com
 Address: 2125 Butterfield Road, Troy, MI 48084

Kidoodlez (Student Art)

Phone: (800) 455-4449
 Fax: (732) 872-7764
 Website: www.kidoodlez.com
 Email: kidoodlez@home.com
 Address: P.O. Box 563, Navesink, NJ 07752

Nutrition and Kids (CDs, Educational)

Phone: (949) 455-2772
 Fax: (949) 455-9572
 Website: www.nutritionandkids.net
 Email: nutritionforkids@home.com
 Address: 22676 Galilea
 Mission Viejo, CA 92692

Orangeburg Pecan Company (Nuts)

Phone: (800) 845-6970 (Ask for Fund Raising)
 Website: www.uspecans.com
 Email: uspecans@yahoo.com
 Address: P.O. Box 38, Orangeburg, SC 29116

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 Email: owyhq@originalworks.com
 Address: 54 Caldwell Road
 Stillwater, NY 12170

Sherwood Forest Farms (Wreaths)

Phone: (800) 767-7778
 Fax: (206) 545-7888
 Website: www.sherwoodforestfarms.com
 Email: sherwood@sherwoodforestfarms.com
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Southern Charm (Throws, Tapestries, & Pillows)

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 Email: <http://www.scholastic.com/bookfairs/contact/email.asp>
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 Lake Mary, Florida 32746

Appendix B

Schools and School Districts That Have Improved Foods and Beverages and Maintained Profits

School/ School District	Contact	New Healthier Options	Revenue Impact	Notes
Aptos Middle School PTSA, San Francisco, CA	Linal Ishibashi, Principal (415) 469-4520	<ul style="list-style-type: none"> ■ Fresh deli sandwiches, sushi, pasta, salads, homemade soups, fajitas in cafeteria ■ Replaced soda with healthier choices in the locker room vending machines 	Ended school year with \$6,000 surplus.	Teachers have commented on the improvement in student behavior and academic performance.
Venice High School, Los Angeles, CA	Jacqueline Domac, Chair, Health Department Email: info@nojunkfood.org	School store offers water, 100% juice, soy milk, granola bars, cereal bars, other healthy snacks	<ul style="list-style-type: none"> ■ After one year, snack sales in the student store were up by over \$1,000 per month compared to the same time the previous year. ■ After two years, snack sales per month in the school store had roughly doubled. 	<ul style="list-style-type: none"> ■ The students became nutrition advocates and began working on strengthening the school's food policy. ■ Students raise significant funds with healthy fundraisers.
Vista High School, San Diego County, CA	Enid Hohn Email: ehohn@vusd.k12.ca.us Website: www.vusd.k12.ca.us/cns/healthyvending.htm	School vending machines offer granola bars, Oriental snack mix, Caesar salads, tuna	The vending machines gross \$25,000 a month and average \$6,000 a month in profit.	The school purchased its own vending machines, ending its reliance on and profit-sharing with vending companies.

School/ School District	Contact	New Healthier Options	Revenue Impact	Notes
Monroe High School, Los Angeles, CA	Lisa Jones, Grants Coordinator (818) 892-4311 Email: lrath1@lausd.k12.ca.us	<ul style="list-style-type: none"> ■ School vending machines offer water, 100% juices, sports drinks ■ A salad bar was added in the cafeteria. 	The switch to healthier options initially resulted in a dip in sales; however, once the students became involved with marketing healthier foods, sales returned to and surpassed previous levels.	Teachers report that students are more focused in class and that behavior has improved, with a 74% reduction in violent suspensions since the change in school foods and beverages.
12 Schools in California	Sarah Yang (510) 643-7741 Email: scyang@berkeley.edu	<ul style="list-style-type: none"> ■ Implementation of nutrition standards for beverages and snacks sold outside of school meals ■ Schools in the program implemented varying changes, including: <ul style="list-style-type: none"> o Elimination of a la carte sales o Salad bars offered o Cooking and gardening programs o Renovation of eating areas o Fruit and yogurt added to lunch 	Of the 16 participating sites, 13 saw increases in food service per capita gross revenues ranging from 1% to 38% between September 2002 and June 2004.	The majority of revenue increases came through increased state and federal reimbursements for purchases of free or reduced-price school meals.

School/ School District	Contact	New Healthier Options	Revenue Impact	Notes
Fayette County Public Schools, KY	Roger Kirk, PTA vice president Phone: (859) 227-9112 Email: rkirk@ levelfield4.com	<ul style="list-style-type: none"> ■ The school district renegotiated its vending contract to shift the proportion of healthy options from 21% to 72% of the beverage vending options. ■ Beverages designated as "healthy" include water, 100% juice, and sports drinks. ■ Nutritional criteria were set for healthy snacks, and the percentage of snacks meeting these criteria was increased from 1% to 40% in the new contract. ■ Healthier beverages and snacks are priced lower than other beverages and snacks. 	Since the changes took effect, first quarter revenues were up \$4,000 from the same time the previous year.	Elementary schools in the district have been and will continue to be free of vending machines.
Jefferson County School District, KY	Anita McLaughlin Email: anitamcl55@ yahoo.com	<ul style="list-style-type: none"> ■ Initially, nutrition standards for a la carte included maximums of 30% calories from fat, 30% sugars by weight, and 170 mg of sodium. ■ Most recent maximum standards are: 30% calories from fat; 32% sugars by weight or 14 g; and 300 mg sodium. In addition, beverages must be water, 100% juice, or 1% milk. 	<p>Annual income from a la carte dropped by \$3 million between FY 2002 and FY 2005.</p> <p>However, annual income from federal meal reimbursements increased by \$6.9 million during the same period for a net increase in income of \$3.7 million.</p>	Jefferson County is the largest county in Kentucky.

School/ School District	Contact	New Healthier Options	Revenue Impact	Notes
Shrewsbury School District, Shrewsbury, MA	Beth Nichols (508) 841-8819 Email: bnichols@shrewsbury.k12.ma.us	<ul style="list-style-type: none"> ■ In the cafeteria, fried items have been replaced with healthier fresh food offerings. ■ The a la carte selections include yogurt, bagels, fresh fruit, 100% juices, and milk. ■ The high school snack bar is closed during lunch periods. 	Sales in the cafeteria increased by \$400 per week.	
McComb School District, McComb, MS	Vivian Magee (601) 684-4661	<ul style="list-style-type: none"> ■ In elementary school classrooms, junk food may no longer be used to reward student performance. ■ The district has stopped using low-nutrition foods as fundraisers. ■ The new vending policy prohibits all vending to elementary students, and allows for the sale of water, 100% juices, low-fat milk, and low sugar sports drinks in middle and high schools. 	The high school reports that there has been no loss in revenue and that students purchase what is provided in the machines.	Coca-Cola logos that were previously displayed on school vending machines have been replaced by pictures of water and 100% juices.
Williston Junior High School, Williston, ND	Sue Grundstad (701) 577-3763 Email: sgumdhu@yahoo.com	<ul style="list-style-type: none"> ■ The morning "candy cart" was replaced with a "breakfast cart." ■ Soft drink vending machines were turned off for the whole school day but students could still use 100% juice vending machines. 	Revenue stayed the same.	

School/ School District	Contact	New Healthier Options	Revenue Impact	Notes
Byfield Elementary School, Bristol, RI	Maggie Giunta, Foodservice Director, Aramark Food Service Email: giunta- maggie@ aramark.com	<ul style="list-style-type: none"> ■ Replaced existing beverages for sale with only 100% juice, water, and milk in all district elementary schools and replaced water ices and ice cream with 100% juice freezes and frozen yogurt. ■ Moved to healthier classroom snacks and parties and to offering fresh fruits and vegetables at parent meetings and programs. 	In the first year the income from a la carte items decreased from \$5 to \$10 per day but by the end of the second year sales recovered and average daily revenue increased slightly above original levels. The higher level was maintained during the third year.	Aramark holds "sample" days each year so students can try healthy items. These events are popular.
Richland County School District One, SC	Misha Lawyer, registered dietitian (803) 231-6954 Email: mlawyer@ richlandone.org	Set nutrition standards for foods and beverages sold through vending machines, snack bars, school stores, and a la carte.	School district lost approximately \$300,000 in annual a la carte revenue but school lunch participation and annual federal reimbursements increased by approximately \$400,000. ¹	