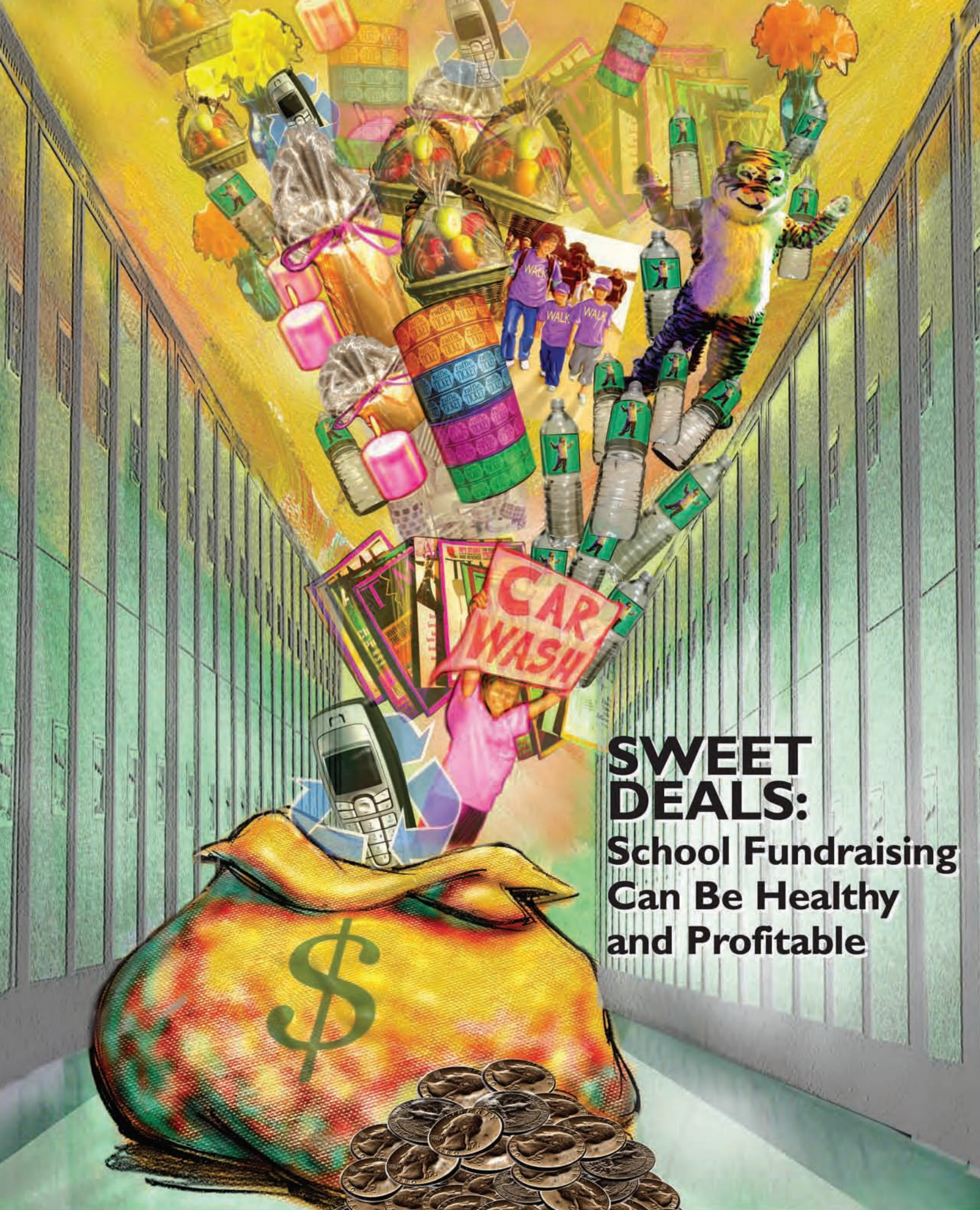




SWEET DEALS:

**School Fundraising
Can Be Healthy
and Profitable**

ACKNOWLEDGEMENTS

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CSPI's Nutrition Policy Project is working with concerned citizens, health professionals, government officials, and other nonprofit organizations to strengthen national, state, and local policies and programs to promote healthy eating and reduce obesity. Our goal is to help reduce the illnesses, disabilities, and deaths caused by diet- and inactivity-related diseases and conditions such as heart disease, cancer, high blood pressure, diabetes, and obesity. For more information on current projects and other policy goals to promote healthy eating and physical activity, visit <www.cspinet.org/nutritionpolicy>.

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Sweet Deals is available online (free of charge) at
<www.cspinet.org/schoolfundraising.pdf>.

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Summary:

Healthy School Fundraisers Can Be as Practical and Profitable as Unhealthy Fundraisers

Many schools rely on fundraising activities to supplement school budgets and pay for equipment, materials, supplies, and events. Unfortunately, many school fundraisers involve the sale of unhealthy foods. A 2000 survey found that clubs, sports teams, or PTAs sold food to raise money in 80% of schools nationwide. Of those schools, many sold nutrition-poor foods and beverages; 76% sold chocolate candy, 67% sold high-fat baked goods, and 63% sold non-chocolate candy. Fundraising activities centered on unhealthy food include bake sales; fundraising events held at fast-food restaurants; and sales of sugary drinks, chips, and snack cakes out of vending machines or a la carte.

Given the rising obesity rates and children's poor diets, many schools are reconsidering whether selling low-nutrition foods is an appropriate way to raise money. In 2004, the U.S. Congress established a new requirement that all school districts develop and implement wellness policies that address nutrition and physical activity by the start of the 2006-2007 school year. As a part of their wellness policies, many school districts are setting policies to ensure that schools conduct only healthy fundraisers.

The issue of whether schools should have to raise revenue through fundraisers at all is a question beyond the scope of this report. Also beyond the scope of this report is the question of whether it is appropriate to enlist school children as a part-time sales force for food and other companies. This report addresses the current situation, in which many schools are conducting fundraisers, and recommends that fundraisers, if they occur, not undermine the nutrition and health of students.

Clubs, PTAs, athletic departments, school principals, and others may be reluctant to stop using fundraisers they have been conducting for years. Identifying and initiating new fundraising strategies can be a challenge. *However, this report describes many practical options for healthy fundraisers available to schools.* We also provide names and contact information for more than 60 fundraising companies with which schools can conduct healthier fundraisers (see Appendix A).

Many healthy fundraising alternatives are available. Many of these are not only practical, but also can be profitable. While schools typically retain about 33% of sales revenue from beverage vending machines (which in many schools are still stocked mostly with unhealthy products), schools usually keep 45% of sales revenue from product fundraisers, though the revenue to the school is determined by the volume sold. In addition, many schools have found that they can make as much money through vending machines selling healthy snacks and beverages as unhealthy ones.

Ensuring that Fundraising Does Not Undermine Children's Health. In the Child Nutrition and WIC Reauthorization Act of 2004, the U.S. Congress established a new requirement that all school districts with federally-funded school meal programs develop and implement wellness policies that address nutrition and physical activity by the start of the 2006-2007 school year. Parents, teachers, principals, food service staff, health professionals, and others should work together to implement and refine school wellness policies to allow only fundraisers that sell non-food items or foods that meet school or school district nutrition standards (see www.schoolwellnesspolicies.org for a model policy). The policy also should address school approval procedures for fundraisers; frequency of fundraisers; and who may benefit from funds raised.

Schools, school districts, states, and/or USDA should implement nutrition standards for foods and beverages sold out of vending machines, school stores, a la carte, and other venues outside of school meals, such as would be required by the national Child Nutrition Promotion and School Lunch Protection Act. Nutrition standards for vending machines and a la carte would address two of the biggest venues through which many schools raise funds by selling junk food.

It is important that all foods and beverages sold at and by schools make a positive contribution to children's diets and health. Given rising obesity rates and children's poor diets (only 2% of American children eat a healthy diet), it is no longer acceptable to sell junk food to children through school fundraisers. Healthy fundraisers set a positive example and support healthy eating by children, nutrition education, and parents' efforts to feed their children healthfully.

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.

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.

Introduction

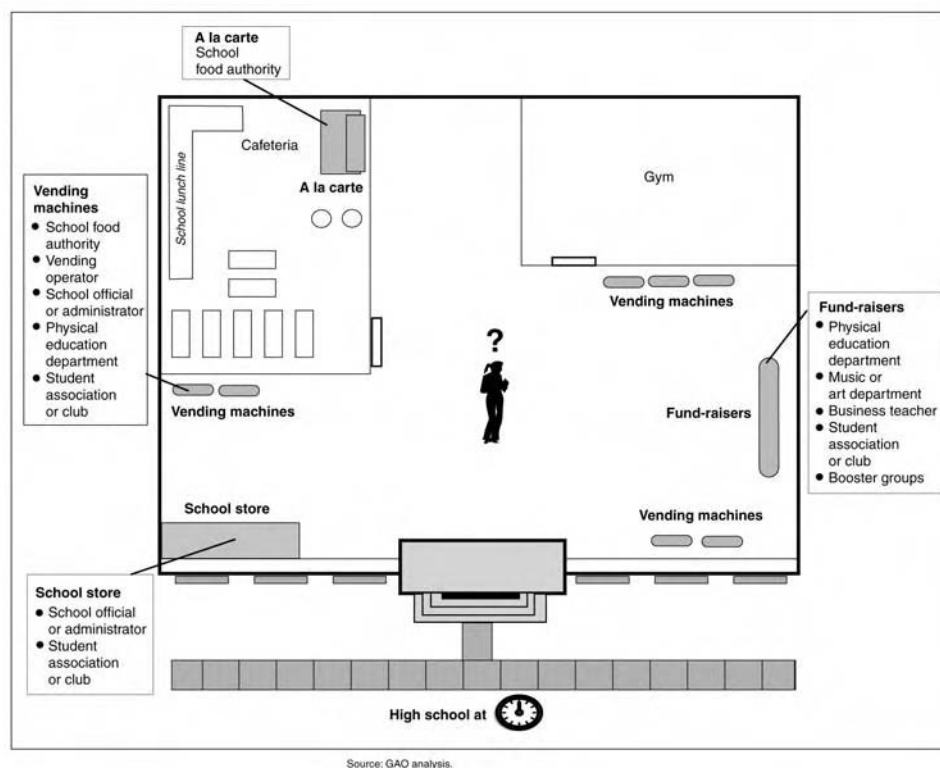
FUNDRAISERS ARE COMMON IN SCHOOLS

Schools frequently rely on fundraising activities to supplement school budgets, to pay for equipment, materials, and supplies, and to sponsor school programs and activities such as student athletics, clubs, and trips. According to a survey conducted by the National Association of Elementary School Principals (NAESP), more than 90% of schools conduct fundraising activities to raise supplemental cash. In addition, 83% of schools have reported an increased need for fundraising over the past decade.⁵

A nationwide survey conducted by the Centers for Disease Control and Prevention (CDC) in 2000 found that in 80% of schools, clubs, sports teams, or the PTA sell food to raise money.⁶ Of those schools, 76% sell chocolate candy, 67% sell baked goods that are not low fat, and 63% sell non-chocolate candy.⁶

Typically, various fundraisers are conducted by many different individuals and groups within a given school (see Figure 1). Fundraising activities often include vending, a la carte sales (individual foods and beverages sold outside the reimbursable meal programs) in the cafeteria, school stores or snack bars; concessions at school events; fundraising events (such as silent auctions, fun runs, or car washes); and product sales (like candy or wrapping paper sales). Groups and individuals conducting fundraisers can include food service, PTAs, school principals, student clubs, booster clubs, music or art departments, and athletic departments or teams.

Figure 1.
Venues for Food Sales in Schools and Groups Frequently Involved in Sales



Note: The food venues shown were estimated to be available in a majority of high schools, according to a survey by the Government Accountability Office (GAO). The groups listed were estimated to be directly involved in food sales through the specified venue in at least 25 percent of high schools.⁷

Revenue generated through vending and other food sales provides schools with a flexible funding source often used for programs and supplies, such as:⁷

- Field trips (in 36% of all schools)
- Assemblies and related programs (in 34% of all schools)
- Athletic equipment, facilities, or uniforms (in 23% of all schools)
- General overhead (in 20% of all schools)
- Textbooks and school supplies (in 17% of all schools)
- Arts programs excluding band or chorus (in 13% of all schools)

- Band or choral equipment or uniforms (in 13% of all schools)
- Computers/technology equipment (in 12% of all schools)
- Staff development (in 11% of all schools)

Given the rising obesity rates and children's poor diets, many schools are reconsidering whether fundraisers that sell food of poor nutritional quality are appropriate, and many school districts are requiring through their wellness policies that school fundraisers be healthy. (For recommended nutrition standards for school foods and beverages, including for school fundraisers, see Table 7.)

This report outlines examples of unhealthy fundraisers commonly used by schools, healthy fundraising alternatives, and the relative profitability and practicality of various fundraisers. We found that healthy fundraising alternatives can be not only practical, but also profitable. Schools can raise money without undermining students' diets and health.

MARKETING TO CHILDREN IS A KEY GOAL OF MANY SCHOOL FUNDRAISERS

Marketing in schools has become big business. Companies view it as an opportunity to make direct sales now and to cultivate brand loyalty to ensure future sales. Companies want to market their products in schools for a number of reasons, such as:

- almost all children attend schools and school children are a captive audience;
- schools are relatively uncluttered marketing environments in comparison to other venues, like television or the Internet; and
- school-based marketing adds credibility to marketing efforts by associating a company's name, brands, or products with schools and teachers, which are trusted institutions and role models for children.

Companies market products in schools through a variety of fundraising methods, including direct sales of products (e.g., Gatorade sports drinks sold in vending machines or students selling Hershey candy bars); giving away branded merchandise prizes as incentives with fundraisers (e.g., gift certificates to fast-food restaurants); redemption programs (e.g., Campbell's Labels for Education Program or General Mills' Box Tops for Education Program); selling brand name fast food in the cafeteria; school fundraisers at fast food restaurants; and in-school contests.

Some defend food sales and marketing in schools by saying that if schools stop selling soda and other junk foods, school children will leave campus to purchase them. However, nationally, 94% of elementary schools, 89% of middle/junior high schools, and 73% of high schools have closed campuses.⁶ During a given month, only 19% of children walk to school at least once a week.⁸

Several national organizations have taken formal positions against marketing to children in schools. For example, the National PTA's guidelines state that "public schools must not be used to promote commercial interest."⁹ The policy of the National Association of State Boards of Education's (NASBE) on school-business relationships states that "selling or providing access to a captive audience in the classroom for commercial purposes is exploitation and a violation of the public trust."¹⁰

CHILDREN'S DIETS AND HEALTH

Obesity rates have tripled in children and teens over the past two decades. More than nine million young people aged six to nineteen years are considered obese.¹² Obese 10-14 year olds with at least one obese parent have an 80% chance of being obese as adults.¹³ Obese individuals are in jeopardy of developing a host of costly and potentially disabling diseases, including diabetes, stroke, high blood pressure, heart disease, osteoarthritis, and certain cancers.¹⁴ Also important to children are the embarrassment, reduced ability to participate in physical activities, and social stigma that often accompany being overweight.

Energy-dense, low-nutrient foods, such as desserts, candy, carbonated and other sweetened drinks, and salty snacks account for nearly one-third of the daily calorie intake of American children and adolescents.¹⁵

Even for children at a healthy weight, most have unhealthy diets that put them at risk for coronary heart disease, cancer, high blood pressure, stroke, osteoporosis, and other diseases. Only 2% of children (2 to 19 years) meet the five main recommendations for a healthy diet from the U.S. Department of Agriculture.¹⁶ Children and adolescents typically over-consume calories, saturated fat, trans fat, refined sugars, and sodium and they under-consume fruits, vegetables, and whole grain products.

Three out of four children consume more saturated fat than is recommended in the *Dietary Guidelines for Americans*.¹⁷ Three out of four American high school students do not eat the minimum recommended number of servings of fruits and vegetables each day.¹⁸ The number of calories children consume from snacks increased by 120 calories per day between 1977 and 1996, from 363 calories to 484 calories.¹⁹

Sodas and fruit drinks are the biggest single source of calories and added sugars in the diets of teenagers.²⁰ Children who consume more soft drinks consume more calories (about 55 to 190 extra calories per day) than kids who drink fewer soft drinks²¹ and are more likely to become overweight.^{22,23} Consumption of soft drinks also can displace healthier foods in children's diets – like low-fat milk, which can help to prevent osteoporosis, and 100% juice.^{21,24,25,26,27}

As a result of poor diet and being overweight, many children experience medical problems that used to be considered adult diseases.

- One-quarter of children ages 5 to 10 years have high cholesterol, high blood pressure, or other early warning sign for heart disease.²⁸
- Atherosclerosis (clogged arteries) begins in childhood. Autopsy studies of teens ages 15 to 19 have found that all have fatty streaks in more than one artery, and about 10% have advanced fibrous plaques.²⁹
- Type 2 diabetes can no longer be called “adult onset” diabetes because of rising rates in children. In a study conducted in Cincinnati, the incidence of type 2 diabetes in adolescents increased ten-fold between 1982 and 1994.³⁰
- High blood pressure in children is rising, increasing their risk of adult high blood pressure, heart attacks, and stroke.³¹

THE SCHOOL ENVIRONMENT AND CHILDREN’S DIETS AND HEALTH

American children spend approximately six hours each day in school. While at school, many children eat breakfast and lunch, as well as one to two snacks. Children consume an estimated 35% to 50% of their calories during the school day³² through school meals, as well as foods and beverages sold through vending machines, a la carte in the cafeteria, school stores, and other venues. Given the amount of time that children spend in school, it is vital that the school environment support healthy eating.

Impact of School Food Offerings on Children’s Diets and Health. On-campus food-related practices, such as the sale of low-nutrition foods in school fundraisers or use of low-nutrition foods as classroom rewards, are associated with increases in children’s body mass index (BMI). Every separate food-related practice that promotes low-nutrition foods in a school is associated with a 10% increase in students’ BMI.³³ When students transition to middle school and gain access to school snack bars, they tend to eat fewer fruits and vegetables³⁴ and drink less milk and more sweetened beverages than in elementary school.³⁵

Selling Junk Food in Schools Undermines Parents. Parents entrust schools with the care of their children during the school day. Selling junk food in schools undermines parental authority and parents’ efforts to feed their children healthfully. When parents send their child to school with lunch money, they should not have to worry that their child will buy a candy bar and a sugary drink from the vending machine instead of buying a balanced school lunch. This is especially a concern when children have diet-related health problems, such as high cholesterol or diabetes.

Parents entrust schools with the care of their children during the school day. Selling junk food in schools undermines parental authority and parents' efforts to feed their children healthfully.

Selling Junk Food in Schools Contradicts Nutrition Education. Students should receive consistent messages about health throughout the school day, across all subjects, and in all school venues - from the classroom to the cafeteria to the gymnasium. Selling low-nutrition foods in schools contradicts nutrition education by sending the message that good nutrition is unimportant.³⁶ The school environment should reinforce classroom nutrition education by modeling and supporting healthy behaviors. Schools should not sell nutrition-poor choices to kids, nor should they enlist children in selling nutrition-poor choices to their family, friends, and neighbors.

Selling Junk Food in Schools Competes with Balanced School Lunches. School meals are required by law to meet detailed nutrition standards set by Congress and USDA in order for school foodservice programs to receive federal subsidies.³⁷ In contrast, national nutrition standards for foods sold outside of the meal programs, including those sold through vending machines, a la carte, and other fundraisers, are out of date and out of sync with current concerns regarding child nutrition.

The sale of junk food in school vending machines and other venues competes with nutritionally balanced school lunches. It also can play a role in stigmatizing the school meal programs when higher-income children can purchase branded junk food through a la carte, vending, and school stores, while low-income children can afford only USDA reimbursable meals.³⁶

"All food and beverages sold or served to students in school should be healthful and meet an accepted nutritional content standard..."

– National Academies' Institute of Medicine. *Preventing Childhood Obesity: Health in the Balance*, 2005.

Product Fundraisers: Healthy and Unhealthy Options

Product fundraising entails the purchase and re-sale of consumer products by a school or non-profit group, often by using a professional fundraising company. Approximately 1,500 fundraising companies operate in the U.S. and Canada, with thousands of products available for sale through their programs.

The Association of Fundraising Distributors and Suppliers (AFRDS) estimates that each year school groups net \$1.4 billion through product fundraisers.³⁸ The most popular products for sale are candy and confections (making up 25% of all sales), magazine subscriptions, frozen entrees, cheese and meat products, decorative novelties, and gift wrap.

An increasing number of fundraising companies offer “healthier” or non-food product alternatives, enabling schools to switch easily to selling healthier products while continuing to work with fundraising companies. Several schools and school districts have switched to selling healthier items through product fundraisers and have not lost revenue.

When conducting a product fundraiser, schools should first determine the target amount of money that they wish to raise. The percentage of sales retained by a school depends upon the type of products sold, with profit margins typically running at about 45%,³⁹ though the revenue to the school is determined by the volume sold.

Selecting the right fundraising company is one of several factors that influences the success of a school’s fundraiser. Using companies that provide clear instructions and materials makes the logistics of school fundraisers easier.

The Association of Fundraising Distributors and Suppliers recommends asking the following questions when choosing a fundraising company:⁴⁰

1. How long has the company been in the product fundraising business?
2. Is a company representative available 24 hours a day?
3. How does the company address the question of state sales tax requirements?
4. What is the return policy for unsold products?
5. Does the company have solid references?

Table 2: Popular Product Fundraisers

Non-food Products/Healthier Foods	Unhealthy Foods
■ 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	■ Candy, chocolates, & confections ■ Cheese and processed meats ■ Cookies, cookie dough, doughnuts, and other baked goods ■ High-fat snack foods ■ Pizza & pizza kits

UNHEALTHY PRODUCTS

Given the variety of products available for sale from fundraising companies and the growing problem of childhood obesity and poor nutrition, many schools have concluded that it is not appropriate for fundraising organizers to sell products that make a negative contribution to children's diets and health, such as candy, cookies, cookie dough, and pizza (see Table 2). Similar levels of profit and ease of sales are available through non-food products and healthier food product sales, including plants, flowers, books, clothing, jewelry, greeting cards, gift wrap, personal care products, holiday decorations, fruit, and spices.

In fundraisers involving the sales of certain products, children are drafted as a part-time sales force for Krispy Kreme, Hershey's, and other food companies. While this situation does not violate child labor laws, its appropriateness is questionable.

HEALTHY FOOD AND BEVERAGE SALES

Fresh Fruit. (See Section A of Appendix A for company examples and contact information)

Oranges, tangerines, mangos, peaches, apricots, pineapples, and plums are a mere sampling of the many fruits that can be sold to raise funds for schools. These fundraisers can be quite profitable. According to the Florida Fruit Association, fruit fundraisers can raise \$8,000-\$10,000 in as few as one to two weeks.⁴¹ Langdon Barber Groves, a Florida-based fundraising company that specializes in fresh fruit sales, contends that more than 80% of their customers achieve their financial fundraising goals.⁴²

Bottled Water. (See Section B of Appendix A for company examples and contact information)

Custom-labeled bottled water is an increasingly popular and healthy fundraiser. Termed "Wet Gold" by Fundraising.com, bottled water fundraisers can be highly profitable. As part of these fundraisers, schools recruit local sponsors to donate money in exchange for having the sponsor's name printed on water bottle labels. The schools then sell the water bottles. The more sponsors that a school recruits, the greater the profits they earn (each label can list multiple sponsors) (see Table 3).

Table 3. Custom-Labeled Bottled Water, Potential Profits⁴³

# of Sponsors	Amount Donated from Sponsors (\$100 per Sponsor)	Cost per Pallet (1 Pallet = 60 Cases of 24 [16.9 oz] bottles)	Revenue from Selling 1 Pallet of Water for \$1/Bottle	School's Profit per Pallet	% Profit from Selling 1 Pallet of Water
9	\$900	\$936	\$1,440	\$1,404	98%
8	\$800	\$936	\$1,440	\$1,304	91%
7	\$700	\$936	\$1,440	\$1,204	84%
6	\$600	\$936	\$1,440	\$1,104	77%
5	\$500	\$936	\$1,440	\$1,004	70%
4	\$400	\$936	\$1,440	\$904	63%
3	\$300	\$936	\$1,440	\$804	56%
2	\$200	\$936	\$1,440	\$704	49%
1	\$100	\$936	\$1,440	\$604	42%
0	\$0	\$936	\$1,440	\$504	35%

Grocery Store Fundraisers. (See Section C of Appendix A for company examples and contact information) Grocery store chains that offer school fundraising programs include Albertsons, Food Lion, Giant Food, Hannaford, Harris Teeter, Ralphs, Safeway, and Tom Thumb. These fundraisers are convenient and require little effort by community members. Schools receive revenue without parents having to make any purchases beyond their usual weekly groceries.

Many grocery stores provide a “club card” or “reward card” for customers to present when they make purchases. The cards provide discounts to customers, and also enable stores to collect information on consumer purchase patterns. Many supermarkets also tie school fundraising to club cards.

In such fundraisers, a customer completes a form to designate a school tied to their club card. Then, when that customer makes a purchase, the store sends a donation to the designated school equal to a percentage of the customer’s purchase.

Many supermarkets also participate in scrip school fundraising programs, as described below in the “Non-Food Product Fundraisers” section. Scrip is a gift certificate or gift card that can be used to purchase goods or services at local retail stores. Schools purchase scrip cards at a discount from participating retailers and then sell them at face value.

NON-FOOD PRODUCT FUNDRAISERS

Scrip/Schoolpop. (See Section D of Appendix A for company examples and contact information)

Scrip or Schoolpop is a gift certificate or gift card that can be used to purchase goods or services at supermarkets, coffee shops, movie theaters, or clothing, video, electronic, book, or other local retail stores. Schools purchase scrip at a discount from participating retailers. (Businesses offer schools a discount because it is a way for them to acquire new customers and retain business.) Then, parents and school supporters buy scrip from a school at the full-face value. The school makes money, since it keeps the difference between the discount price at which it bought the scrip and the value at which it sells it to participants. Participants spend scrip at participating retailers, where it is worth the full face value which they paid for it.

According to Alicia Millar and Tim Sullivan of *PTO* [Parent Teacher Organization] *Today*, “scrip works for two reasons: 1) the participating retailers are stores where your supporters already shop ...and 2) your supporters can help your school without spending an extra dime. It’s a nice combination.”⁴⁴ Since the scrip fundraising program was started 15 years ago, non-profits have raised millions of dollars using scrip programs.

Table 4. Examples of School Earnings through Scrip⁴⁵

Number of Families Participating	Average Weekly Purchases	Dollars Raised Annually (7% Average)	Processing Fees	Total Earned by School Annually
25	\$100	\$9,100	\$2,080	\$7,020
50	\$100	\$18,200	\$4,160	\$14,040
100	\$100	\$36,400	\$6,240	\$30,160
200	\$100	\$72,800	\$7,490	\$65,310

Discount or Value Cards. (See Section E of Appendix A for company example and contact information) Discount cards offer savings at local businesses, such as restaurants, bowling alleys, auto maintenance shops, dry cleaners, and hair salons. Schools buy the cards from fundraising companies, usually for about \$5 each. Then schools re-sell the cards to their supporters for double that amount, thus earning 50% of the sales. Discount cards can offer a variable number of savings offers from local businesses. Be sure to ask for cards that include only non-food or healthy food businesses – avoid discount cards that include fast-food restaurants or other businesses that sell predominantly low-nutrition foods (see Figure 2).

Figure 2. Sample Discount/Value Card

Valvoline Instant Oil Change	\$3.00 OFF any Oil Change	607 Walnut Ave.
American Cleaners	15% Off Dry Cleaning	561 Harrison St.
Flower Stop	20% OFF purchase	709 Titan Blvd.
AutoZone Car Wash	\$2.00 OFF Regular Car Wash	2020 Andrea Ln.
Family Video	FREE DVD Rental w/rental of same	5711 Midtown Rd.
Subway	FREE 6" Sub w/purchase of 6" Sub	7543 Pinter St.
Fantastic Sam's Quick Cut	20% OFF any Haircut or Products	984 Brandon Pl.
AMF Bowling	FREE game w/purchase of (2) games	178 Randolph Rd.
Carl's Pharmacy	\$5 OFF purchase	420 Tilden Ln.
Shoes Unlimited	FREE pair of socks with shoe purchase	28 Macomb St.
Global Office Supply	20% OFF all paper products	77 Charles Ln.

Two for one means equal or lesser value. One use per visit unless specified on offer. Valid only at participating locations. Non-transferable at time of purchase. Offer not good with other sales or promotions. Misuse of the card may result in denial of service and/or loss of card. Other restrictions may apply.

Scratch Cards. (See Section F of Appendix A for company examples and contact information)

Scratch cards are used to solicit donations in return for discounts at local businesses.

Scratch cards work as follows:

- A potential donor scratches dots off a card to indicate his/her donation amount.
- The donor contributes the total amount indicated by the number of dots he/she scratched. (Typically, the maximum contribution amount per dot is \$3).
- Once the donation is made, the donor receives a coupon page with about \$50 to \$75 worth of product discounts at local businesses.

The profit margin on scratch cards tends to be about 80% (see Table 5). Ask for cards that include only non-food or healthy food businesses.

Table 5. Scratch Cards.⁴⁶

Quantity of Cards	Sales	Costs to School	Profit to School
20 +2 Free*	\$2,200	\$400	\$1,800
50 +5 Free	\$5,500	\$1,000	\$4,500
100 +10 Free	\$11,000	\$2,000	\$9,000
250 +25 Free	\$27,500	\$5,000	\$22,500

* Fundraising companies often provide schools with extra “free” cards at no additional cost.



Example of a scratch card. Ask for cards that include only non-food or healthy food businesses.

Recycling Fundraisers. (See Section G of Appendix A for company examples and contact information)

Clothes. The Friendship Used Clothing Collection runs a clothing drive fundraiser for schools. Schools collect re-usable clothing, shoes, accessories, and bedding and are paid for those items. According to the company, the clothes collected go to needy communities in the United States and throughout the world.

Printer Cartridge Recycling. The collection of printer cartridges not only benefits the environment, but also enables schools to raise money. Millions of inkjet cartridges are thrown away each year.⁴⁷ It takes up to 6 cups of oil to produce a new toner cartridge from scratch.⁴⁸ Most cartridges can be recycled and resold. Refunds for used printer cartridges vary from \$0.06 to \$2.10 per cartridge, depending upon the brand and ink color.⁴⁹

Cell Phone Recycling. Recycling companies pay schools for used cell phones. (Companies refurbish them and make money from the resale of the refurbished phones.) According to Larry Lankford of EcoPhones, "your profit really depends on the number of phones you collect. You can make anywhere from a few hundred to thousands of dollars. For example, the Coppell High School Band Boosters Club has raised over \$15,000 through our program."⁵⁰ The amount of money the company pays schools per phone depends upon the type of phone donated; however, on average, EcoPhones pays \$3 per phone.

Gift Wrap. (See Section H of Appendix A for company examples and contact information) Selling gift wrap is a traditional and profitable fundraising initiative for many schools. For example, the River Oaks Elementary School in Texas raised over \$28,000 through a Sally Foster gift wrap fundraiser in 2004.⁵¹ *Gift wrap fundraisers, on average, provide schools with a 50% profit.* Unfortunately, gift wrap companies' catalogs often include candy, cookies, or other low-nutrition foods. Urge companies to provide your school with catalogs that do not include unhealthy foods.

Cookbook Fundraisers. (See Section I of Appendix A for company examples and contact information)

After collecting healthy recipes from school students, staff, or prominent community members (for example, the mayor, players on local sports teams, or a local news anchor), a professional fundraising company creates a personalized cookbook for the school. Cookbook fundraising companies try to make their programs as simple as possible, often providing schools with step-by-step instructions.

Not only are school cookbooks distinctive, but their keepsake value enables them to be sold at a high profit. On average, the cost to the school is \$3 to \$5 per book for a basic cookbook. Jessie Shafer, marketing coordinator of G&R Publishing, says, "groups can charge whatever they want for the books. Typically, they are sold for \$10 each, or a 100 to 230% profit, which means that if you sell 600 cookbooks, you can make nearly \$4,000."⁵²

"Bakeless" Bake Sales. "Bakeless" bake sales are an emerging trend in schools. Parents and others are invited to contribute a donation equivalent to the amount of money that they would have spent on ingredients and/or the purchase of the baked goods had there been a traditional bake sale. No baked goods are sold at all, making this a healthier alternative. The popularity of "bakeless" bake sales stems, in part, from the work involved in and characteristically low profit margins of traditional bake sales.

Event Fundraisers

PHYSICAL ACTIVITY FUNDRAISERS

Walk-a-Thons, Fun Runs, 5Ks, 10Ks, bowl-a-thons, dance-a-thons, golf tournaments, and baseball, basketball, soccer, or volleyball events can raise funds, be enjoyable, and promote physical activity.

The PTA in Bixby, Oklahoma, raised \$50,000 at its September 2005 Jog-a-thon to benefit the three elementary schools in the district. This is their major annual fundraiser. In the jog-a-thon, students collected pledges from family and friends and jogged or walked laps during the 20-minute event.

Organizing a walk or race can be a big job. Proper planning and publicity are key elements to an event's success. Many large, well-known races take from six months to a year to plan and publicize. However, smaller events may be planned in just a few months. When organizing a walk or race, it is important to consider the following:

- Event location, whether permits are required, and laying out a course that is safe for pedestrians;
- Who will be invited to participate in the walk, race, or event (i.e., is it limited to students or will other community members be encouraged to participate?);
- Obtaining sponsorship from local businesses (since participation provides them with positive publicity, merchants often will contribute water, snacks, t-shirts, or prizes);
- Whether an entrance fee will be charged or whether participants will be required to raise a minimum amount of money through pledges; and
- Recruiting volunteers to ensure that the event runs smoothly.

BOOK FAIRS

(See Section L of Appendix A for company examples and contact information)

Book fairs are popular fundraisers because they simultaneously promote literacy and raise funds for schools. The largest operator of school book fairs in the United States is Scholastic, which sponsors more than 100,000 book fairs per year. The amount of money generated by book fairs depends on the quantity of books purchased, and varies from school to school.

RAFFLES

Attractive or practical prizes, such as tickets for movies, sporting events, concerts or amusement parks; weekend vacations; spa treatments; gift certificates from local retailers; and vouchers for car washes or dry cleaners, help to sell raffle tickets. Raffle organizers ask local businesses to donate prizes, including products, gift certificates, or services. Alternatively, in a “50/50” raffle, the prize is half of the money raised. For example, if \$1,000 worth of tickets are sold, the winner takes home \$500. Since raffles are regulated in many states, consult local and state laws prior to organizing a raffle.

AUCTIONS

(See Section J of Appendix A for company examples and contact information)

Auctions can be profitable, since almost all of the auctioned items are donated, usually by parents, school staff, or local businesses. For an auction to be successful, several auctioned items should be highly desirable, such as vacation packages, behind the scenes tours of sports stadiums, dinner with a local celebrity, or rounds of golf.

However, setting up an auction and securing donations can be labor intensive. Auction software programs (such as, AuctionCheckoutPro and Auction Maestro Pro) and professional fundraising auctioneers are available to assist with planning and implementing a profitable auction.

Alternatively, online auctions make fundraising easier. Companies set up a school-specific website on which to post descriptions and photos of items available for purchase. Companies also will create contact lists, set up online payment programs, and generate email messages and thank-you letters to bidders.

CAR WASHES

A car wash fundraiser can enable a school to earn funds while promoting school spirit and physical activity. The success of a car wash depends on several variables, including weather, location, and publicity. It is best to hold a car wash in a visible, high-traffic location (while taking appropriate precautions for traffic safety).

Fundraisers That Undermine Children's Diets and Health

Many school fundraising activities include the sale of foods and beverages that undermine children's diets and health. Examples include fast-food promotions; bake sales; candy sales (discussed above with other product sale fundraisers); and sales of sugary drinks, chips, and snack cakes out of vending machines.

HOLD THE FRIES: FAST-FOOD RESTAURANT PROMOTIONS

Many fast-food restaurants offer school fundraising opportunities. Such fundraisers 1) market fast-food restaurants to children, 2) are image marketing for restaurants (restaurants associate their brand with schools, which are trusted institutions, and restaurants appear benevolent by giving money to schools), and 3) drum up business on a slow night (restaurants often only allow school fundraisers on weeknights).

While there are some healthy choices available at fast-food restaurants, the overwhelming majority of choices are of poor nutritional value. Few fruits, vegetables, or whole grains are available or actively promoted.

Eating out is one key contributor to obesity and poor dietary habits.^{54,55,56,57,58} About one-third of U.S. children and teens ages 4 to 19 eat fast food on any given day.⁵⁹ Studies link eating out to higher calorie consumption, overweight, and obesity in both adults and children.^{54,55,56,57,58,60,61,62,63,64} Foods from restaurants and other food-service establishments are generally higher in calories and saturated fat and low in nutrients, such as calcium and fiber, as compared with home-prepared foods.^{55,56,57,58} In addition, it is not uncommon for restaurant entrees to contain one-half to one whole day's worth of calories (i.e., 1,100 to 2,350 calories).⁶⁵

School fundraising programs are marketed by McDonald's, Chuck E. Cheese, Little Caesars, Krispy Kreme, Domino's, Burger King, Friendly's, Popeye's, and other companies (see Table 6 for other examples).

Table 6. Fundraisers for Schools Marketed by Restaurants

Restaurant	Fundraising Description
Baja Fresh	Schools work with local restaurants. Restaurants make flyers. Schools keep approximately 15% of profits from fundraisers.
Chevy's	Schools work with local restaurants. Restaurants make flyers. Schools keep approximately 15% of profits from fundraisers.
Chik-Fil-A	Franchise-operated, so promotions vary from restaurant to restaurant. <u>School Spirit Night</u> : a percentage of profits goes to schools. <u>Calendar Sales</u> : schools buy calendars for half price and then sell them.
Fuddruckers	In their "Fuddraisers," schools work with local restaurants. Restaurants make flyers. Schools keep approximately 20% of total sales from fundraisers.
Papa John's	<u>School fundraising night</u> : parents and students mention the school when placing their pizza order and give a flyer to the pizza delivery person. Schools keep 25% of pizza sales revenue. <u>Raisesomedough.com</u> : schools purchase Papa John's coupon books and sell them to parents. Schools keep 50% of profits from coupon books.
Pizza Hut	Schools keep \$4 profit from the sale of each \$10 Pizza Hut card. Cards are redeemable for free pizza toppings.

McDonald's McTeacher's Night. Nationwide, schools can schedule "McTeacher's Nights" with their neighborhood McDonald's. At McTeacher's Night, teachers and administrators work with McDonald's staff behind the counter taking orders and serving food. This fundraiser adds to the workload of teachers and principals. It also directly links these trusted school employees with the McDonald's brand and its food, which by and large is of low nutritional value.



A participating school keeps 10 to 20% of the sales from the McTeacher's Night, while McDonald's keeps 80 to 90% of the sales. That profit margin for schools pales in comparison with that from product fundraisers (e.g., sales of candles, gift wrap, etc.), which typically provide schools with 45% of the sales generated, though the revenue to the school is determined by the volume sold.

Advertising for a McTeacher's Night is the responsibility of the school. Because the amount of funds raised is directly related to sales, it is in the school's interest to encourage many students and their families to eat at the restaurant during the event. Managers at McDonald's often suggest that school staff and students disseminate posters and fliers to promote their upcoming McTeacher's Nights (see Figure 3 for an example).

At McDonald's there are 24 possible combinations for a Happy Meal and 24 Mighty Kids meal combinations. Of the 48 available meal combinations, 96% (46) meals are of poor nutritional quality, according to the nutrition standards in Table 7.^{D,66,67} Thus, while it is *possible* to eat a healthier kids' meal at McDonald's, the odds are stacked against children getting a healthy meal there.

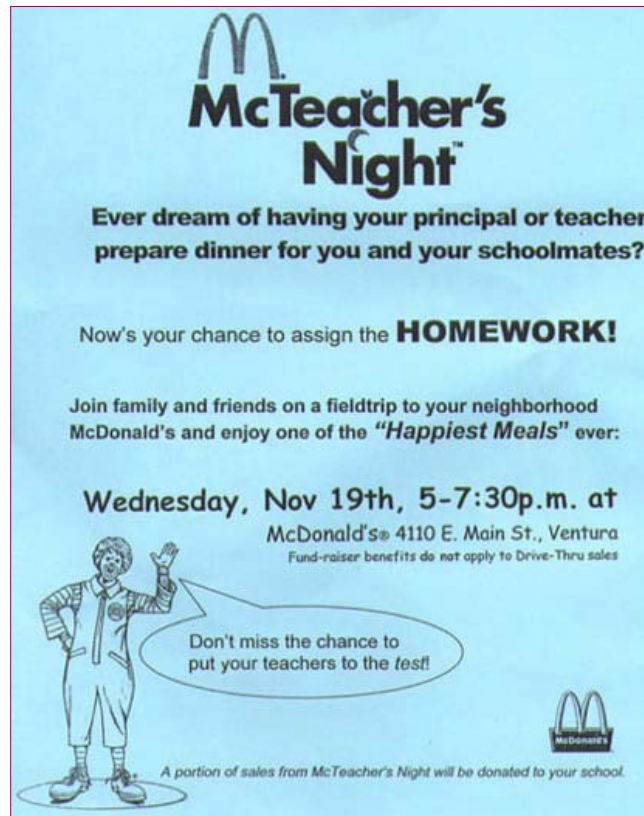


Figure 3. Flyer from McTeacher's Night in Ventura, CA

^D The two meals that meet CSPI's nutrition standards are a Happy Meal with a four-piece Chicken McNuggets, Apple Dippers with low-fat caramel dip, and apple juice; and a Happy Meal with a hamburger, Apple Dippers with low-fat caramel dip, and apple juice.

Table 7. Nutrition and Portion Size Standards for Foods and Beverages^{E,68}

Nutrition Standards for Beverages	
Nutritious/Healthy Beverages	Low-nutrition Beverages
water and seltzer without added sweeteners	soft drinks, sports drinks, and sweetened iced teas
beverages that contain at least 50% fruit juice and that do not contain additional sweeteners	fruit-based drinks that contain less than 50% juice or that contain added sweeteners
low-fat and fat-free milk, including flavored milks and calcium-fortified soy and rice beverages	beverages containing caffeine (except low-fat and fat-free chocolate milk, which contain trivial amounts of caffeine)
Nutrition Standards for Snacks and Meals	
Nutrient	Criteria
Fat	No more than 35% of total calories, excluding nuts, seeds, and peanut or other nut butters
Saturated plus trans fat	No more than 10% of calories
Added sugars	Less than 35% of added sugars by weight (added sugars exclude naturally occurring sugars from fruit, vegetable, and dairy ingredients)
Sodium	No more than: 1) 230 mg per serving of chips, crackers, cheeses, baked goods, French fries, and other snack items; 2) 480 mg per serving for cereals, soups, pastas, and meats; 3) 600 mg for pizza, sandwiches, and main dishes; and 4) 770 mg for meals
Nutrient content	Contains one or more of the following: 1) 10% of the DRI of (naturally occurring/without fortification) vitamins A, C, or E, calcium, magnesium, potassium, iron, or fiber, 2) half a serving of fruit or vegetable, or 3) 51% or more (by weight) whole grain ingredients
Portion Size Limits for Foods and Beverages	
Individual beverage and food items	No larger than the standard serving size used for Nutrition Facts labels (except for fruits and vegetables, which are exempt from portion size limits)
Meals	No more than one-third of the daily calorie requirement for the average child in the age range targeted by the marketing

^E CSPI's *Guidelines for Responsible Food Marketing to Children* were developed with input and advice from more than a dozen child health and marketing experts. They are based on the National Alliance for Nutrition and Activity's (NANA) model nutrition standards for school foods, which were developed and are supported by more than 50 member organizations of NANA.

Chuck E. Cheese's. Chuck E. Cheese's restaurant sponsors "Turn Fun into Funds: The Chuck E. Cheese's Elementary Schools Fundraising Event," for preschools and elementary schools. Authorized school personnel or PTA/PTO representatives can book an event for their school. Fundraisers

must be scheduled for weeknights. Chuck E. Cheese's gives 10% of all sales generated by the event back to the school. To encourage student and teacher participation, Chuck E. Cheese's supplies schools with flyers, posters, free tokens, "Super Student" certificates, and free meals to teachers who attend. On the day of the event, staff from Chuck E. Cheese's will make an appearance at the school.



A Lucrative Initiative "in the Company's Arsenal"

"We believe that [school fundraisers] hold the potential to lift Chuck E.'s same-store sales beyond most other initiatives in the company's arsenal and with minimal capital outlay."

– Robert Derrinton, analyst with Morgan Keegan & Co. Inc.

Source: Nation's Restaurant News ⁶⁹

Chuck E. Cheese's sells sandwiches, French fries, appetizers, pizzas, beverages, desserts, and salad bars. Among the 47 food and beverage menu items for which nutrition information is available, all items except one (apple juice) are foods/beverages of poor nutritional quality, according to the nutrition standards in Table 7.¹⁰ Chuck E. Cheese's also has a salad bar, which is not included in its nutrition listings. Healthy choices may be obtained at the salad bar, but also available are high-fat, high-salt dressings and fatty salads, such as potato and macaroni salads.

Little Caesars. Little Caesars Pizza sponsors a Pizza Kit fundraiser, which it claims can "raise BIG DOUGH!" The Little Caesars program involves

selling pizza kits and/or cookie dough. Each Little Caesars Pizza Kit contains all of the ingredients needed to make "pizza and snacks at home." Pizza Kits sell for \$16.50-\$18.00 each and schools receive 29% of the sales revenue (\$5 per Pizza Kit).⁷¹



Of the nine types of pizza, four types of crazy bread, four types of cookie dough, and one cookie available for sale through the Little Caesars fundraising program, all are foods of poor nutritional quality, according to the nutrition standards in Table 7. Even a slice of the whole-wheat pizza, which the company advertises as “healthy,” exceeds recommended levels of saturated fat. Pizza is the fourth-leading food source of calories in the diets of Americans,⁷² and cheese is the second-leading source of saturated fat in the diets of children.⁷³

Krispy Kreme. Krispy Kreme Doughnuts runs a variety of fundraisers that are available to schools, youth sports groups, churches, and other non-profit groups. They offer several fundraising options: (1) traditional doughnut sales; (2) gift certificates; (3) partnership cards; and (4) “A Doughnut Day.”⁷⁴ Of the 33 different types of Krispy Kreme donuts and donut holes, all are of poor nutritional quality according to criteria listed in Table 7.⁷⁵



LABEL REDEMPTION PROGRAMS



Campbell's Labels for Education Fundraising Program. School-based coordinators ask families to buy Campbell's products and turn the product labels in to their school. The school coordinators then bundle the labels, send them to Campbell's, and, with the credits from the labels, order supplies for the school.

This program seems to be more about corporate marketing than about providing significant funding to schools. For example, a school that collects one hundred product labels can redeem those labels for a Campbell's Soup label collection bin, used to collect more labels. Collecting 1,200 labels earns a school six sets of nine Crayola colored pencils, valued at about \$12. At \$1.20 per can of soup, families have to spend \$1,440 -- or 120 times the actual cost of the pencils -- to earn this “reward.”



Campbell's Labels for Education Program: Effective Corporate Marketing, Inefficient School Fundraiser

To earn a digital camcorder, a school would have to collect 27,850 Campbell's product labels. In a school of 500 students, that means about 56 labels per student. 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 addition to being a bad business proposition for schools, this Campbell's fundraising program promotes the consumption of a product line that is generally of poor nutritional quality (see Table 8). Of 622 Campbell's products, 80% are of poor nutritional quality according to the nutrition standards in Table 7; 64% of eligible products are too high in sodium.

Table 8. Nutritional Quality of Campbell's Products*

Brand	Product Category	Number of Products	Number of Products of Poor Nutritional Quality	Percentage of Company's Products in Category that Are of Poor Nutritional Quality
Campbell's	Beans products	2	2	100
	Condensed soup	76	76	100
	Low sodium soup	6	3	50
	SpaghettiOs pasta	13	13	100
	Gravy	15	14	93
	Tomato juice	6	0	0
	Ready to serve soup	3	3	100
	Soup at Hand	13	13	100
	Chili	9	9	100
	Chunky soup	46	46	100
	Healthy Request soup	10	1	10
	Supper bake	8	7	88
	Select soup	38	38	100
Franco-American	Gravy	6	6	100
Pepperidge Farm	Bread	52	11	21
	Croutons	8	1	13
	Rolls	20	10	50
	Stuffing	10	5	50
	Cookies	58	58	100
	Crackers	14	11	79
	Goldfish crackers and cookies	49	48	98
	Frozen garlic bread	16	14	88
	Cakes	11	10	91
	Turnover/dumpling/puff pastry	11	11	100
Swanson	Broth	10	9	90
	Canned chicken	5	3	60
V8	Vegetable juice	30	0	0
	Splash juice drink	27	27	100
	Splash smoothie	5	5	100
Prego	Pasta sauce	28	24	86
Pace	Salsa & sauces	12	8	67
	Beans & chilies	5	4	80
	Taco seasoning	1	1	100
Total		622	493	79

* The nutritional quality of Campbell's products was assessed against the nutrition standards in Table 7. Our assessment included products for which there was nutrition information available on Campbell's Web site during February 2006.⁷⁶ Trans fat was not included in this analysis because trans fat information was not provided on the Web site. In addition, food service products were not included in this analysis because nutrition information for those products was not provided on the site.

General Mills Box Tops for Education Program. Families are asked to collect box tops from General Mills products, and a school coordinator sends the box tops to General Mills to redeem ten cents for each box top. General Mills issues checks twice per year to participating schools, which are free to spend the revenue however they choose.

Schools need to keep in mind that this is a marketing program for General Mills, and that 81% of eligible products in the program are foods of poor nutritional quality.^F Janney Elementary School in Washington, D.C., which has about 480 students, earned just \$185, on average, per year over the last ten years through the General Mills fundraiser.⁷⁷ Yet, the school's PTA regularly promotes General Mills (through this program) in its weekly newsletter (which one of the authors receives since her daughter is a student at Janney Elementary). In interviews with the *Boston Globe*, parents from schools participating in the program reported having switched from buying Post or Kellogg's products to General Mills products to earn box tops.⁷⁸

BAKE SALES: A HALF-BAKED IDEA

Bake sales are a common school fundraiser. Bake sales typically involve the sale of high-fat cakes, cookies, brownies, and pastries. According to the CDC, two-thirds of schools nationwide in 2000 sold cookies and other baked goods through fundraisers.⁶ In some schools, bake sales are institutionalized as a regular part of the school week.

Given nutritional, practical, and financial considerations, it is doubtful that bake sales make sense as a school fundraiser anymore.

Bake sales require a good deal of time and effort, usually by students' parents. Parents must purchase ingredients, spend time baking items to contribute to the sale, and often spend time selling the items and working with student groups on the day of the sale. Often strapped for time, parents may instead choose to purchase pre-made baked goods. Then, frequently, parents provide their children with money to buy items at the bake sale. *As a result, parents end up paying twice for the low-nutrition baked goods.*

Rather than being occasional treats, sweet baked goods, such as cookies, cakes, snack cakes, pastries, and donuts, have become a real problem in the diets of American children. Sweet baked goods are the third leading source of calories⁷³ and the fourth leading source of saturated fat⁷³ in children's diets.

^F To determine this percentage, we assessed nutrition information available on-line for General Mills' food products and compared them with the nutrition standards in Table 6.

MARKET DAY: AMERICA'S FOOD FUNDRAISER

Market Day: America's Food Fundraiser, whose slogan is "helping schools with every bite," works with more than 5,500 schools nationwide and has earned more than \$370 million for schools since it started more than 30 years ago. Unfortunately, this fundraiser peddles principally unhealthy products. Families can order frozen appetizers, breakfasts, lunches, dinners, snacks, side dishes, and desserts through Market Day and pick them up at their school. Unfortunately, of the more than 200 food products for sale through this fundraiser, only 9% met the nutritional standards in Table 7.⁷⁹

A LA CARTE FOODS AND BEVERAGES

A la carte food and beverage items are sold individually – in place of or alongside of reimbursable meals – in school cafeterias. Although some of these items also are sold as a part of school meals, when they are sold individually (a la carte), they are not eligible to be reimbursed through the federal school meal programs (only complete/balanced meals are eligible for federal reimbursement).

Food and beverage a la carte options can include individually sold components from the USDA-reimbursable meals, as well as foods not offered as part of the school meal program. The availability of a la carte items enables students to build meals for themselves, without guidance from parents or food service professionals. For example, a student might build a "meal" out of French fries, ice cream, and a sugary sports drink sold a la carte. Also, students may purchase a la carte foods and beverages to add on to their nutritionally regulated USDA meal or a meal they bring from home.

"Foodservice departments are many times hesitant to stop serving 'junk' a la carte items because there is the misconception that these are the only foods that bring in revenue. When appealing, healthful alternatives are offered, students do purchase these items, which contribute revenue to school meal programs."

-- Sara Schmitz, RD, Green Bay Public Schools, in
*Making It Happen! School Nutrition Success Stories.*¹

Healthy food and beverage items are often offered a la carte: water, low-fat milk, fruit, vegetables, or 100% fruit or vegetable juices are among the most commonly sold a la carte items.⁷ However, schools also sell many unhealthy a la carte options, including high-fat sweet baked goods, salty snacks, French fries, pizza, sports drinks, and sugary juice drinks.⁷ Forty-nine percent of elementary schools, 67% of middle schools, and 80% of high schools sell high-fat cookies, crackers, cakes, pastries, and other baked goods a la carte.⁶ A 2003 California study found that 90% of school districts surveyed sold fast-food items a la carte.⁸⁰

A 2005 nationwide survey found that 67% of elementary schools, 88% of middle schools, and 91% of high schools sell a la carte foods to students (Table 9).⁷ A la carte is usually run by the school food service department and revenue from a la carte typically accrues to the food service account.⁷

Table 9. School Food Sales Venues⁷

	Elementary Schools (%)	Middle Schools (%)	High Schools (%)
A la carte	67	88	91
Vending machines	46	87	91
School stores	15	25	54
One or more of the above venues	83	97	99

Food service departments generate more money than any other school group from foods sold outside of school meals, and a la carte sales constitute food services' greatest source of revenue other than school meals.⁷ Among schools that sell a la carte foods, approximately 40% of high school food services and almost 25% of middle school food services generate more than \$50,000 per year in a la carte sales (see Table 10).⁷ For comparison, that is significantly more revenue than is usually raised by school beverage contracts. The Government Accountability Office found that approximately one-quarter of high schools with exclusive beverage contracts generated more than \$15,000 per school per year from those contracts.⁷

Table 10. Estimated Percentage of High Schools in which Food Services Generated Different Amounts of Revenue through a la Carte Sales in 2003-2004⁷

Revenue per School (\$)	Percentage of Schools
0-1,000	5
1,001-5,000	6
5,001-25,000	14
25,001-50,000	26
50,001-75,000	10
75,001-100,000	5
100,001-125,000	5
Over 125,000	20

Note: Estimated percentages do not add to 100 because some school food service directors were unsure how much revenue they generated through a la carte sales.

A la carte sales can decrease participation in the National School Lunch Program,⁸¹ through which schools receive reimbursements from the federal government. *Thus, the revenue raised by schools through a la carte is likely offset by decreases in sales from USDA-reimbursable school meals.* According to the Government Accountability Office, improvements to the nutritional quality of foods sold out of a la carte, vending, and other school venues are often accompanied by increased participation in the school meal programs. In site visits to four districts, the GAO found that after selling healthier a la carte items, federal reimbursements for meals subsequently increased, benefiting the school food authority.⁷

In fiscal year (FY) 2003, the Jefferson County, Kentucky, school district introduced voluntary nutrition standards for a la carte foods. Those standards were: no more than 30% of calories from fat; no more than 30% sugars by weight; and no more than 170 mg of sodium. They did not set nutrition standards for beverages. In FY 2004, the county implemented mandatory nutrition standards for a la carte in all its schools. Between FY 2002 (prior to changes in nutrition standards) and FY 2005 (after nutrition standards were put in place), annual income from a la carte declined by \$3.2 million. However, annual reimbursements for school meals increased by \$6.9 million, for a net increase in annual income of \$3.7 million.⁸²

In May 2001, the Richland County, South Carolina, School District One set nutrition and portion size standards for foods sold through vending machines, snack bars, school stores, and a la carte. While the district lost approximately \$300,000 in annual a la carte revenue, school lunch participation and federal reimbursements increased by approximately \$400,000, for a net gain of \$100,000.⁷ See Appendix B for additional examples of schools that switched to healthier a la carte options and did not lose revenue.

In addition, the sale of a la carte foods may stigmatize students who are eligible for reimbursable school meals. Only children with spending money can purchase a la carte items, whereas the reimbursable meal is free to students who meet income requirements. According to USDA, “children may perceive that school meals are primarily for poor children rather than nutrition programs for all children. Because of this perception, the willingness of low-income children to accept free or reduced price meals and non-needy children to purchase school meals may be reduced.”³⁶

VENDING MACHINES

While some may not think of them as fundraisers, vending machine sales are a key means by which many schools raise funds.

Many Schools Have Vending Machines. Nationally, 46% of elementary schools, 87% of middle/junior high schools, and 91% of senior high schools have vending machines (see Table 9).⁷ Of all product sales in schools, exclusive beverage contracts have been the fastest-growing ventures in recent years.⁸³ Nationwide, half of all school districts have contracts with soft drink companies.⁶ While these contracts cover beverage sales through vending machines, they frequently also set conditions for children’s purchases of a soft drink company’s products from cafeteria lines, school stores, and concession stands.

Most Vending Machines Dispense Junk. Approximately 85% of snacks⁸⁴ (see Table 11 and Figure 4) and 75% of beverages⁸⁵ (see Table 12 and Figure 3) available from school vending machines are of poor nutritional quality. Low-nutrition snacks commonly sold through vending machines include candy, chips, cookies, and snack cakes.^{7,84} Unhealthy beverages commonly sold through vending machines include soda, sports drinks, and sugary fruit drinks.⁸⁵

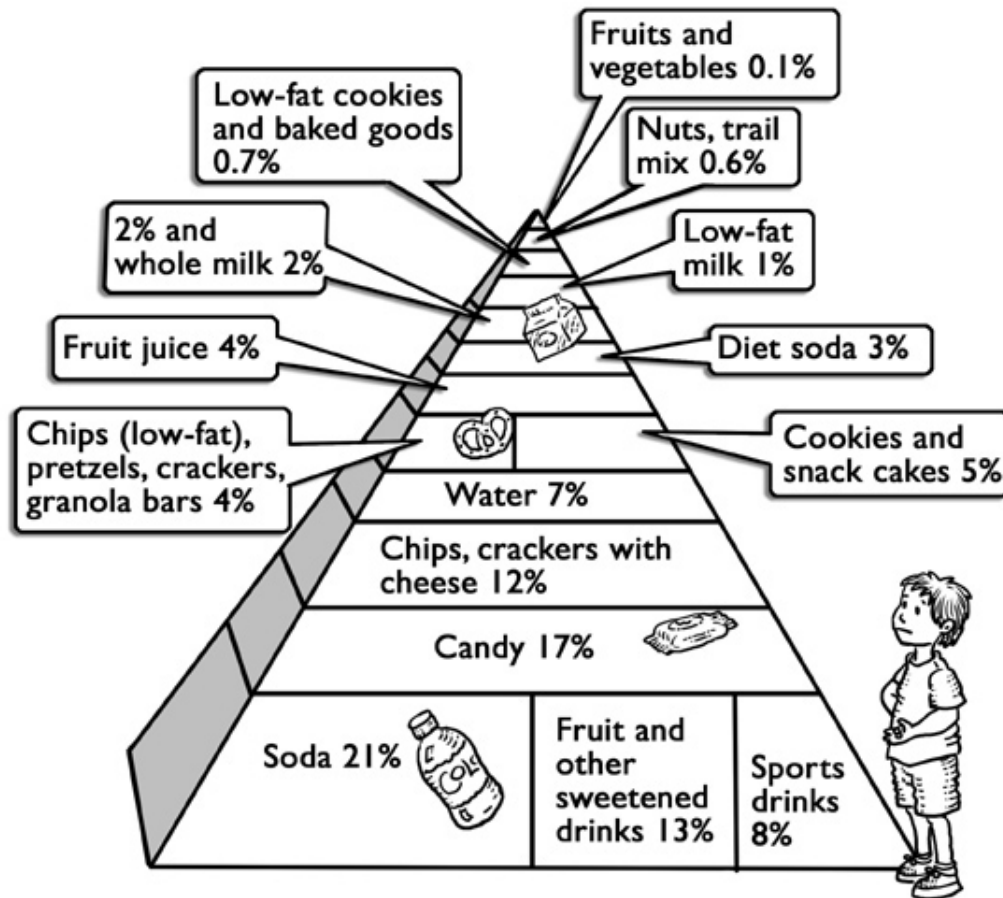


Figure 4. School Vending Machine Pyramid⁸⁴

The results of a study conducted by the Center for Science in the Public Interest in 2003 in which 120 volunteers in 24 states surveyed the contents of 1,420 vending machines in 251 middle, junior high, and high schools. In both middle and high schools, 75% of beverage options and 85% of snacks were of poor nutritional quality.

Table 11. Snacks Available in Middle and High School Vending Machines⁸⁴

Snack Type	Middle Schools	High Schools	Middle Schools, High Schools, & Other Secondary Schools Combined
	Percent of Total (Number of Slots)	Percent of Total (Number of Slots)	Percent of Total (Number of Slots)
Candy	38 (882)	43 (3028)	42 (4062)
Chips (regular)	24 (555)	25 (1787)	25 (2391)
Cookies, snack cakes, and pastries	14 (310)	13 (928)	13 (1270)
Crackers with cheese or peanut butter	7 (154)	4 (306)	5 (484)
Chips (low-fat) or pretzels	7 (152)	5 (332)	5 (489)
Crackers or Chex Mix	2 (52)	3 (235)	3 (303)
Granola/cereal bars	2 (56)	1 (103)	2 (171)
Low-fat cookies and baked goods	2 (44)	1 (106)	2 (155)
Nuts/trail mix	2 (41)	1 (89)	1 (141)
Fruit or vegetable	<0.5 (8)	<0.5 (18)	<0.5 (26)
Other snacks	2 (39)	3 (178)	2 (231)
TOTAL	100 (2,293)	100 (7,110)	100 (9,723)

Table 12. Beverages Purchased by Students in Schools Annually According to the American Beverage Association^{85†}

Beverage Type	Ounces per Elementary School Student per Year	Ounces per Elementary School Student per Week	Ounces per Middle School Student per Year	Ounces per Middle School Student per Week	Ounces per High School Student per Year	Ounces per High School Student per Week
Non-Diet Carbonated Soft Drinks	10.1	0.3	107.8	3.0	450.4	12.5
Diet Carbonated Soft Drinks	5.7	0.2	26.8	0.7	68.0	1.9
Water	9.5	0.3	50.0	1.4	131.8	3.7
Sports Drinks	7.3	0.2	64.3	1.8	136.5	3.8
100% Juice	2.2	0.1	9.9	0.3	26.5	0.7
<100% Juice	9.9	0.3	85.1	2.4	155.4	4.3
Teas	2.2	0.1	18.5	0.5	46.1	1.3
Flavored Milk	0.1	0.0	0.5	0.0	0.8	0.0
Other	0.3	0.0	2.8	0.1	4.0	0.1
Total	47.3	1.3	365.5	10.2	1,019.5	28.3

* Assumes 36 weeks per school year.

† Includes only beverages available to students (for example, excludes beverages available in teachers' lounges).

Sodas and fruit drinks combined constitute the biggest single source of calories and added sugars in the diets of teenagers.²⁰ Studies show that children who consume more soft drinks consume more calories (about 55 to 190 per day)^{21,24} and are more likely to become overweight^{22,23} than kids who drink fewer soft drinks. Also, a health-education program encouraging elementary school students to decrease soft drink consumption reduced rates of overweight and obesity.⁸⁶

Sports drinks and fruit drinks are often marketed as healthful or better alternatives to soda. While sports drinks generally have 50% fewer calories than soda, they are little more than sugar water with added salt, and children are over-consuming both sugars and salt. According to the USDA Food Guide (based on estimated calorie, nutrient, and food group requirements and estimated discretionary calorie allowances), the estimated maximum added sugars allowance for 4-18 year old girls is 16 to 48 grams a day.⁸⁷ The

average 6-11 year old (boy or girl) consumes 92 grams a day of added sugars.⁸⁸ The average 12-17 year old girl consumes 96 grams a day of added sugars.⁸⁸ The estimated maximum added sugars allowance for 4-18 year old boys is between 16 to 96 grams per day. The average 12-17 year old boy consumes 140 grams a day of sugars.⁸⁸

Furthermore, the Dietary Reference Intake for sodium for children (depending upon their age) is no more than 1,500 mg to 2,300 mg of sodium a day.⁸⁹ However, between 75% and 91% of children (depending upon their age) consume more than 2,300 mg of sodium a day.⁹⁰ A 20-oz. bottle of Gatorade contains approximately 275 mg of sodium.

The American College of Sports Medicine's position on "Exercise and Fluid Replacement" states that "[d]uring exercise lasting less than one hour, there is little evidence of physiological or physical performance differences between consuming a carbohydrate-electrolyte drink and plain water."⁹¹ Most students do not participate in 60-minute high-intensity workouts during school hours. Fruit drinks like Hi-C and Capri Sun are merely sugar water with a tablespoon or two of added juice, and fruit drinks contain as many calories as soda.

Over the course of four years of high school, a student could gain an extra 9.6 pounds solely from sugary drinks consumed from school vending machines.

The average intake of non-diet carbonated soft drinks purchased at school by high school students is 12.5 ounces per week, and the average intake of all sugary drinks (including sports drinks, juice drinks, sweetened iced teas, and non-diet soda) from schools by high school students is 22 ounces per week (Table 12).⁸⁵

Thus, the average high school student consumes about 8,557 extra calories over a 36-week school year (see Table 13) from sugary beverages purchased at school. If those calories are not compensated for through physical activity or reduced intake of other calories, then a high school student would likely gain the equivalent of an extra 2.5 pounds of body fat per year. Over four years of high school, a student could gain an extra 10 pounds of body fat solely from beverages consumed from school vending machines.

Table 13. Calories from Low-Nutrition Beverage Sales in U.S. Schools^G

Beverage Type	Average Calories per oz.	Ounces per High School Student per Year	Calories per High School Student per Year	Ounces per Middle School Student per Year	Calories per Middle School Student per Year	Ounces per Elem. School Student per Year	Calories per Elem. School Student per Year
Carbonated soft drinks (non-diet)	12	450	5540	108	1326	10	124
Sports drinks	8	137	1092	64	514	7	58
Teas	8	46	355	19	142	2	17
<100% Juice drinks	10	155	1570	85	860	10	100
Total		788	8,557	276	2,842	29	299

School Vending Contracts Promote Soft Drink Marketing and Consumption. School soft drink contracts usually include provisions under which the district or school earns more revenue as it sells more sugary beverages. In a 2000 survey, about 80% of districts with beverage vending contracts received a percentage of sales and 63% received incentives, such as cash awards or equipment donations, tied to sales.⁶ Such arrangements create a situation in which it is in the financial interest of school administrators for students to drink more sugary beverages, and therefore can lead schools to make sugary beverages more available to students in more locations or for longer periods of time during the school day.

Penalties to schools for breaking the marketing provisions of beverage contracts are similar to the penalties incurred for not meeting sales quota. This suggests that companies value the opportunity to market their products in schools as much as they value the chance to make direct sales to students during the school day.

In addition, vending machines not only dispense high-calorie, low-nutrition foods and beverages, but the fronts and sides of the machines display soft drinks, and act as billboards in schools, which children pass by each school day.

^G To determine the average number of calories students consume each year through sugar-sweetened beverages sold in school, we calculated the average number of calories per ounce in such beverages, then multiplied that number by the average number of ounces of those beverages consumed by students at school.



School Vending Revenue. Though some contend that children will only purchase junk foods and soft drinks from school vending machines, USDA and CDC have found that “Students will buy and consume healthful foods and beverages – and schools can make money from selling healthful options.”⁹¹ *Of 17 schools and school districts that tracked income after switching to healthier options, 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.*⁹²

Those schools and school districts were located in a variety of states, including California, Connecticut, Kentucky, Maine, Mississippi, Montana, New York, North Dakota, Rhode Island, Texas, and Wisconsin. Also, eight schools in a pilot program in Arizona switched to selling healthier foods via vending, a la carte, or school stores and did not lose money.⁹³ See Appendix B for additional examples.

Though school beverage contracts often appear to be lucrative, the funds raised usually represent only a small fraction of a school district’s overall budget. *Even the most lucrative beverage contracts usually provide less than 0.5% of school districts’ budgets.*⁸³ A 2006 national study of 120 school beverage contracts found that contracts raise an average of \$18 for schools and/or districts per student per year.³

In addition, the profitability of school soft drink contracts vary considerably from district to district; the range of total revenue to schools/districts from beverage contracts is \$0.60 to \$93 per student per year.³ However, only one small school among the 120 analyzed contracts raised more than \$50 per student per year.

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.⁹⁴ For other product fundraisers, schools usually keep 45% of sales revenue, though the revenue to the school is determined by the volume sold.

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 likely lose at least \$60 million per year to the sale of foods sold outside of the meal programs, both from student sales and loss of federal reimbursements.

Furthermore, it is questionable whether vending machines bring new money into schools. School vending, instead, appears to shift money away from the nutritionally regulated school meal programs to a discretionary account for the school principal or other school administrator. 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 likely lose at least \$60 million per year to the sale of foods sold outside of the meal programs, both from student sales and loss of federal reimbursements.⁴

Schools should keep in mind that Coke, Pepsi, and other junk-food manufacturers that sell their products in schools are not giving money to them, 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, and companies, in the case of beverage vending, take about two-thirds of the money back to corporate headquarters.³

School Foods Policy

Many local school districts, including Los Angeles, Chicago, New York City, Philadelphia, and Washington, D.C., have established policies to improve the nutritional quality of foods sold outside of the school meal programs in recent years. Additional momentum to improve school foods at the local level has been sparked by the 2004 Child Nutrition and WIC Reauthorization Act,⁹⁵ which required local school districts to develop and implement wellness policies on nutrition and physical activity by fall 2006.

In 2005, 200 bills to improve school foods were introduced in forty states.⁹⁶ States such as Kentucky, Nevada, Arkansas, New Mexico, Alabama, California, and New Jersey have established nutrition standards for foods and beverages sold through school vending machines, school stores, a la carte, and other school venues. However, CSPI's *School Foods Report Card* shows that the nation has a patchwork of policies addressing school foods and that two-thirds of states have very weak policies, which were graded as Ds or Fs.⁹⁷ For example, only nine states have saturated fat limits, seven states have trans fat limits, and just five states have standards for sodium for foods sold outside of school meals.

The national nutrition standards for foods sold through vending, a la carte, school stores, fundraisers, and other venues outside of school meals are weak and out of date. USDA limits the sale of "foods of minimal nutritional value" (FMNV) – i.e., foods and beverages that are composed predominantly of sugars and that contain less than 5% of the recommended amounts of eight specified nutrients per serving.⁹⁸

USDA's standards do not address key nutrition concerns, such as calories, saturated fat, trans fat, and sodium. As result, many low-nutrition foods are not considered FMNV and can be sold anywhere on school campuses anytime during the school day (see Table 14). USDA's standards no longer make sense in terms of nutrition science and key concerns regarding children's diets and health, and result in an arbitrary designation of what is considered a low-nutrition food and what is not. For example, seltzer water cannot be sold in school cafeterias, but most sugary fruit drinks can. Jelly beans are out, but chocolate candy bars can be sold.

In addition, FMNV may not be sold in school cafeterias while meals are being served. However, they can be sold outside the cafeteria, including in the hallway right outside the cafeteria, at any time. In one-half of schools with vending machines, the machines are located in or near the cafeteria.⁷

Table 14.

Many Low-nutrition Foods Are Not Considered FMNV Despite Their High Contents of Calories, Saturated Fat, Trans Fat, or Salt and Thus, May Be Sold Anywhere on School Campuses Anytime During the School Day.

Allowed by USDA:	FMNV Not Allowed by USDA:
■ Fruitades (with little juice)	■ Seltzer water
■ French fries	■ Cracker Jacks
■ Ice cream	■ Popsicles (without fruit or fruit juice)
■ M&M's	■ Chewing gum
■ Oreos cookies	■ Lollipops
■ Cheetos	■ Cotton candy
■ Snack cakes	■ Breath mints
■ Donuts	

In April 2006, Senators Tom Harkin (D-IA), Arlen Specter (R-PA), and Lisa Murkowski (R-AK) and Representatives Lynn Woolsey (D-CA) and Chris Shays (R-CT) introduced a federal bill to revise and update USDA's definition of FMNV. This bill would require USDA to update its nutrition standards for foods and beverages sold through vending machines, a la carte, and school stores and apply those standards to the whole campus for the whole school day.

In May 2006, the three largest soft drink companies and the Alliance for a Healthier Generation announced that it will work with bottlers and schools to remove sugary sodas from schools by 2009.⁹⁹ Soft drink companies agreed to sell only water, low-fat and non-fat milk, and 100% juice with no added sweeteners in elementary and middle schools. In high schools, those beverages plus no or low-calorie drinks, sports drinks, and light juices will be sold. At least 50% of beverages in high schools are supposed to be water, no-calorie options, or low-calorie options.

The new beverage guidelines are limited in that they are voluntary and, thus, unenforceable. In addition, schools have not agreed to the beverage guidelines, and it remains to be seen whether and to what extent schools will accept and comply with them. Another limitation of the guidelines is that they permit the sale of sugary drinks, such as sports drinks and fruit drinks, in high schools.



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In October 2006, Campbell Soup, Dannon, Kraft Foods, Mars, and PepsiCo (parent company of Frito Lay), in conjunction with the Alliance for a Healthier Generation, announced voluntary nutrition guidelines for school foods sold outside of reimbursable meals.¹⁰⁰ It is encouraging that some segments of the food industry recognize their products' contribution to childhood obesity. However, schools and vending machine operators are the parties that actually decide which products are placed in school vending machines, and it is unclear whether or to what extent they will comply with the snack guidelines.

While some argue that it is less problematic to sell sugary beverages and junk food in high schools, since the students are older, it makes little sense to have the weakest policy in schools with the biggest problem. While 46% of primary schools have vending machines, more than 90% of high schools have them.⁷ Older children, who still do not have fully developed logical thinking, have considerable spending money and more opportunities to make food choices and purchases in the absence of parental guidance than younger children. Parents of preteens and teenagers need support in their efforts to feed their children a healthy diet.

The National Academies' Institute of Medicine (IOM) 2005 report, *Preventing Childhood Obesity: Health in the Balance*, recommends the development of nutrition standards for food and beverages sold in schools as an immediate step to take in confronting the childhood obesity epidemic.¹⁰¹ Also, nationally, 90% of teachers and parents support the conversion of school vending machine contents to healthy beverages and foods.¹⁰²

Many factors affect the profitability of school fundraisers, including the size of the school, student sales efforts, and the type of fundraiser conducted (see Figure 5).

The flowchart illustrates the relationship between various factors and Profit. The central box is labeled **PROFIT**. Factors influencing Profit include:

- Fundraising Company Used**: Points to Profit.
- Cost of Product**: Points to Profit.
- Receptivity of Community**: Points to Profit.
- Weather/ Time of Year**: Points to Profit.
- Quantity of Product Sold**: Points to Profit.
- Student Sales Effort**: Points to Profit.
- Organizer Efforts**: Points to Profit.
- Type of Fundraiser**: Points to Profit.

Additional relationships shown:

- Type of Fundraiser** points to **Fundraising Company Used**.
- Organizer Efforts** points to **Student Sales Effort**.
- Student Sales Effort** and **Quantity of Product Sold** are connected by a double-headed arrow, indicating a reciprocal relationship.
- Weather/ Time of Year** points to **Quantity of Product Sold** and **Receptivity of Community**.
- Quantity of Product Sold** points to **Cost of Product**.
- Receptivity of Community** points to **Cost of Product**.
- A large curved arrow on the left side points from **Quantity of Product Sold** back to **PROFIT**, indicating a feedback loop.

The total number of school fundraisers held annually and the total amount of revenue generated each year are difficult to gauge. Detailed records of fundraisers often are not kept by schools or are unavailable. The Association of Fundraising Distributors and Suppliers estimates that schools raise about \$1.4 billion annually through product fundraisers.³⁸

In primary and secondary schools combined, vending machines generated approximately \$1 billion in sales in 2001.¹⁰³ However this figure represents sales rather than profits to schools. Since the average commission rate to schools on beverage sales is 33%,³ nationally schools raise approximately \$330 million from beverage vending per year. While this is a considerable amount of money, the average per-student revenue that

schools earn through beverage contracts could be raised by selling healthy beverages or through other fundraisers. The average total revenue to schools from beverage contracts is just \$18 per student per year.³

The bad news is that, currently, many of the most common school fundraisers involve junk food. The good news is that *there are many options for healthy fundraising available to schools that are practical and profitable* (see Table 1). Examples of healthy fundraisers include: bottled water sales, healthy snack sales (i.e., granola bars or fruit), books, plants, flowers, scrip, auctions, walk-a-thons, and “fun runs.”

CDC and USDA concluded, in *Making It Happen! School Nutrition Success Stories*, that “students will buy and consume healthful foods and beverages – and schools can make money from selling healthful options.”¹

To set a positive example, support nutrition education, promote healthy eating, and support parents’ efforts to feed their children a healthy diet, it is important that schools refrain from selling junk food to children through fundraisers, including vending machines and a la carte.

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

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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?pagelId=292
Email: www.harristeeter.com/default.aspx?pagelId=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

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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
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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.

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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)

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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

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Fax: (888) 702-3865
Website: www.fundraising.com
Email: info@fundraising.com
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W5775 Pioneer Road, Cedarburg, WI 53012

Justfundraising.com

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

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Fax: (865) 984-7027
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Email: gary@partnersforkids.com
Address: PO Box 27070, Knoxville, TN 37927

G. Recycling**Cartridges for Kids**

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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
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Current USA, Inc.

Phone: (877) 665-4481
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Colorado Springs, CO 80920

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

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Aromalight Candle Company

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Louisville, KY 40219

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Website: www.allstar1.com
Email: pizzamakers@allstar1.com
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Phone: (888) 540-6070 or (610) 239-0200
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 Fax: (800) 670-5664
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 Fax: (508) 679-8288
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 Fax: (216) 382-1099
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Kidoodlez (Student Art)

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 Fax: (732) 872-7764
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 Email: kidoodlez@home.com
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Nutrition and Kids (CDs, Educational)

Phone: (949) 455-2772
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 Website: www.southernchrm.com
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Scholastic (Book Fairs)

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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	■ 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	■ 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.	■ 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	■ 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	■ Implementation of nutrition standards for beverages and snacks sold outside of school meals ■ Schools in the program implemented varying changes, including: - 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	■ 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	■ 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.	Annual income from a la carte dropped by \$3 million between FY 2002 and FY 2005. 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.	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	■ 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	■ 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	■ 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	■ 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	

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