

# Healthy Fundraising for Schools

How to raise funds while promoting health and having fun!

December 2007

DASH  BC

*Healthy Fundraising for Schools: How to raise funds while promoting health and having fun!* is for Parent Advisory Councils (PACs), principals, teachers, school staff, and students to use when fundraising for schools, school-supported teams, and clubs. This guide replaces *Fundraising for Schools: Fundraising can be Fun Raising!* developed by the Community Nutritionists' Council of British Columbia in 2003.

## **Acknowledgments**

This document was developed with input and review by the Community Nutritionists' Council of BC.

## **Why Healthy Fundraising?**

- ✓ **For healthier students who learn better.**  
Research shows that healthy lifestyles are linked to better behaviour and academic performance.
- ✓ **To support classroom learning.**  
Students learn about healthy choices in the classroom and school newsletters repeat these messages to parents. Fundraising that reinforces healthy lifestyle choices also reinforces the Health and Career Education curriculum.
- ✓ **For a healthy school environment.**  
Making healthy choices the easy choices will shape healthy habits. Healthy fundraising shows that your school is committed to promoting healthy behaviours among students, staff, families, and the community at large.
- ✓ **For more than monetary returns.**  
Schools that put health first discover that they are also supporting learning and development of students, building community, and social inclusion.

**"Healthy Kids Live and Learn Better"**

Slogan of Saanich for Health Promoting Schools

## What You Will Find In This Guide

This guide supports a range of healthy fundraising ideas that can support your school goals.

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**"Schools have a wide range of non-food and healthy food fundraising options to choose from, and experience shows that these options can raise as much or even more money than junk food sales."**

Center for Science in the Public Interest

## Planning for Success

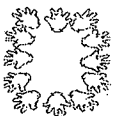
This guide suggests fundraising ideas for sales, services, and events using different themes. Get inspiration, ideas, and helpful tips by reading the quotes and success stories from school communities around BC highlighted in sidebars. The following icons will be used throughout the guide:



### Selling Healthy Items

Items such as school supplies or lunch bags with school logos and/or healthy living messages can be a daily reminder of your school's commitment to a healthy community.

- ✓ Consider doing a survey to find out what parents, students, and the public will buy.
- ✓ Make sure to identify related costs such as shipping charges and equipment rentals.
- ✓ Set a price that is comparable to retail, but still high enough to make money.



### Providing Healthy Services

Volunteering requires a time commitment from parents and students. Guarantee customer satisfaction by coordinating the service and attendance of volunteers.



### Planning Healthy Events

Events may require considerable effort to organize, advertise, host, and clean up. However, they can create an increased sense of 'community' in your school and provide an opportunity to show your best side.

Events can be worthwhile overall if your volunteer base is strong. Be sure to check on liability issues and volunteer safety.

- ✓ Check with the school district or community groups to make sure no other major event is planned for the same date.
- ✓ Consider donating tickets to local service agencies so that low-income families may attend.

#### Do You Need A License?

Most gaming in BC, such as raffles and bingo, require a license. For Gaming Information and Services check: [www.pssg.gov.bc.ca/gaming/licences/index.htm](http://www.pssg.gov.bc.ca/gaming/licences/index.htm)

#### Healthy Living Fund

A principal in Summerland approached banks and businesses to create a "healthy living" grant fund. People in the community contribute to the fund and get a tax receipt for their donation. Teams from schools and the community can apply for funding. Classrooms can apply to buy fridges to store lunch bags.



### **Tips for Success**

- ✓ Put together a fundraising team and share the workload right from the start.
- ✓ Work with Business Education students to market and advertise the event.
- ✓ Advertise in local papers by writing an article. Include a picture to illustrate the 'work in progress.'
- ✓ Use local radio and TV stations to promote your fundraiser. For example, attract media attention with an invitation to a spaghetti dinner tied to a package of pasta.
- ✓ Advertise well in advance. Put posters up around town at least one month ahead.
- ✓ Take pictures while you raise funds. These are great for next year's publicity. Obtain permission from those being photographed, if necessary.
- ✓ Make sure the organizing committee has fun. Include healthy refreshments at work parties.
- ✓ Publicly thank the organizing committee. Celebrate everyone's participation so they know how much their time and effort are appreciated.
- ✓ Hold a post-fundraising wrap-up meeting to record do's and don'ts for your next event.

# Healthy Fundraising Policy

A policy is an official statement of vision and judgment that states **what** should be done, **why** it should be done, and **who** should do it. Procedures outline the details of **how** to accomplish a policy's goal.

Putting a policy in place that aligns with your school's vision will create a legacy that lasts longer than a keen teacher or parent.

If you have a fundraising policy to guide you that's great!

If not, take some time with your fundraising group to develop either a policy or guiding statement. This will save you planning time in the future.

Check if other guidelines or policies exist that may affect fundraising e.g.:

- ✓ Advertising Policy
- ✓ Health Promoting Schools Policy
- ✓ Recycling Policy
- ✓ Sponsorship Policy
- ✓ Guidelines for Food and Beverage Sales in BC Schools

Look for your School District Policy Handbook on-line. Here are examples of policies from the Central Okanagan School District:

- ✓ Fundraising Policy  
<http://www.sd23.bc.ca/PolicyHandbook/policies/530.pdf>
- ✓ Charitable Donations  
<http://www.sd23.bc.ca/PolicyHandbook/policies/730.pdf>

## How to Develop a Policy

- ✓ Lay the groundwork
- ✓ Build awareness and support groups that can support policy change include:
  - Parent Advisory Council
  - Health Promoting School Coordinators
  - Public health partners
  - Student councils
- ✓ Develop the policy
- ✓ Adopt the policy
- ✓ Monitor the policy

### Healthy Choices at School

The *Guidelines for Food and Beverage Sales in BC Schools* apply to food sold to students i.e. in school stores, cafeterias, vending, after-school programs, and school events such as meetings, parties, concessions, and fundraisers, intramural and extra-curricular activities.

### Sales are Popping!

Keating School near Victoria bought a commercial hot-air popper from [www.freshpop.com](http://www.freshpop.com) that paid for itself in just over a year. The "popcorn lady" uses healthy oil and sells 500 mL sized bags of lightly buttered popcorn that meets the *Guidelines*. The Grade 5 class raised \$800 from popcorn sales for their graduation.

## Promote Your School

Boost school spirit and get your school name 'out there' with fundraisers such as:



### Sales

- ✓ Cookbooks made from recipes submitted by the school's parents, teachers, students, and administrators
- ✓ School calendar or event planners including dates of school holidays, Pro-D days, PAC meetings, exams or other sporting, band, and school events
- ✓ Items with the school logo - travel mugs, bumper stickers, decals, buttons, pins, air fresheners, license plate frames, yearbook covers, key chains, locker locks, lanyards, towels, noise-makers, megaphones, stuffed animals, bags, water bottles (create your own label!), notepads, pens, pencils, and erasers
- ✓ School spirit apparel - scarves, t-shirts, sweat shirts, sweat pants, hats/toques, caps, and shoe laces
- ✓ Stationery/school supplies - buy these in bulk to lessen the pressure of back-to-school buying
- ✓ Raffle off tickets to win:
  - Admission to a school event
  - Teachers performing silly activities
  - VIP parking spaces
  - Yearbooks or class rings

### Personal Items

- ✓ Balloon-o-grams
- ✓ Bouquets of helium-filled balloons
- ✓ Bath products, lotions, and soaps
- ✓ Hand sanitizers
- ✓ Brick, stone, or tile memorials
- ✓ Gift certificates, gift cards, and discount coupon books (e.g. supermarkets, movie theatres, electronics, books, local retail stores, auto maintenance)
- ✓ Jewelry
- ✓ Magazine subscriptions - try [www.qsp.ca](http://www.qsp.ca) or call toll-free 1.800.661.7240
- ✓ Pet treats, toys or accessories
- ✓ Picture frames
- ✓ Prepaid phone cards
- ✓ Temporary tattoos
- ✓ Tooth brushes and toothpaste squeezers

#### Making a School Cookbook to Sell

A number of companies transcribe, print, and bind cookbooks. For example, <http://www.gatebook.com/> or <http://www.callawind.com/e/contact.asp> or <http://www.fund-raising-ideas-center.com/fundraising-directory-cookbooks.html>

**Lessons Learned:** The effort and cost involved in doing this in-house is high, so consider going to a recipe book-making company that can provide a format. You'll need enough volunteers to double check recipes before they go to print. Include stories, captions, or pictures to personalize the cookbooks.

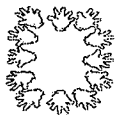
## Promote Your School

### Home/Auto Items

- ✓ Earthquake preparedness kits
- ✓ Emergency kits for cars
- ✓ First aid kits (make your own or contact [www.ouchpack.com](http://www.ouchpack.com))
- ✓ Flags
- ✓ Tea towels
- ✓ Reusable glass food storage containers
- ✓ Window scrapers and squeegees

### Christmas

- ✓ Reusable gift bags or boxes
- ✓ Holiday greeting cards
- ✓ Ornaments



### Services

- ✓ Pet sitting
- ✓ Cooking, photography or web-page workshops/classes hosted by a school club
- ✓ Athletic workshops hosted by school teams



### Events

- ✓ Student and/or teacher services auction. Volunteers provide a service of their choice for the winning bidder
- ✓ Karaoke or lip-sync evenings
- ✓ Magic show
- ✓ Math mania
- ✓ Parents night out—offer babysitting
- ✓ Read-a-thon  
Hold an academic contest where students seek sponsors and raise money depending on the number of books read
- ✓ Science fair
- ✓ Spelling bee or spell-a-thon
- ✓ Tournaments—chess, checkers, backgammon, board games
- ✓ Trivia contests

### Support Health Promoting Fundraisers

Lend your support to health promoting fundraisers such as — Red Nose Day for Comic Relief, Jeans for Genes, and Jump Rope for Heart or Foster Children.

### Fundraising for a Foster Child

One inner-city school in Vancouver raised \$750 for a foster child. Over the summer one of the male teachers let his hair and facial hair grow. The students made a paper "thermometer" that they hung on the school wall. Once a certain amount was raised on the thermometer he would cut a certain amount of hair. The event took place one lunch time on the stage in the gym with a hair stylist invited to do the cutting. The organizers egged on the staff and students to pledge more money for the teacher to lose more hair. It was a lot of fun with a lot of excitement. The teacher left with his head completely shaved.

## Promote Healthy Eating



### Tips for Fundraising with Healthy Food and Beverages

- Let people know your school supports healthy eating.
- Work with Business Education students to market healthier choices. Use strategies such as posters, ads, prizes, and incentives to promote vegetables, fruit, milk and alternatives, as well as whole grain products.
- Display healthier choices up front or at eye level.
- Price "Choose Most" items attractively compared to "Choose Sometimes" (e.g. price water or milk for \$1 per serving and juice at \$1.50).
- Adapt favourite foods to make them more nutritious; for example, serve hamburgers on a whole grain bun with a side of veggie sticks and dip.
- Offer incentives. Encourage friends to share with buy two and get the third item free deals.
- Offer meal combos. Sell a burrito with milk and carrot sticks at one price instead of selling each item separately.

**The Food Premises Regulation of the Health Act applies to schools that prepare, serve, or sell food to students, parents, volunteers, and/or the general public.** [http://www.qp.gov.bc.ca/statreg/reg/H/Health/210\\_99.htm](http://www.qp.gov.bc.ca/statreg/reg/H/Health/210_99.htm)

Contact the Environmental Health Officer at your health authority prior to organizing an event to receive guidance regarding:

- the types of foods that may be served safely,
- food safety information,
- permits you need, such as *Application for Approval of Temporary Food Premises*, and
- food handler training required--for example, at least one food handler holding a FOODSAFE Certificate must be on site during an event.

### The Joy of Mandarin Oranges

The Lochside Vitality Crew of parents, teachers and administrators near Victoria sells mandarin oranges as a way to introduce a healthy snack and kick off December. The oranges are sold for 50¢ each, with a 50% profit margin. Students at Lochside Elementary School are the sales agents at lunch time.

## Promote Healthy Eating

Schools commonly use food and beverage sales to raise funds. Each school can promote healthy eating by using a health promoting philosophy to "make the healthy choices the easy choices."

The Guidelines for Food and Beverage Sales in BC Schools offer healthy choices consistent with a health promoting philosophy. The *Guidelines* apply to food and beverages sold to students in all school locations, including vending machines, school stores, and cafeterias, and at fundraisers and other special events. Only "Choose Most" and "Choose Sometimes" items can be sold to students.



Contact Dial-A-Dietitian to help you apply the *Guidelines for Food and Beverage Sales in BC Schools*. In Greater Vancouver call 604.732.9191 or toll-free in BC call 1.800.667.3438.



### Events

#### School Lunches

Many schools bring in food items as part of the PAC or school lunch fundraiser. Refer to the "*Tools for Healthy Eating*" on the BC Healthy Schools website.

Here are some ideas for healthy meals that appeal to students:

- ✓ Breakfast burritos
- ✓ Burritos with beans or meat
- ✓ Chili with cornbread
- ✓ Ethnic food—curry with rice, stir-fry vegetables with noodles, Vietnamese salad rolls

- ✓ Falafel in pita with tomatoes and tzatziki
- ✓ Hot soup with bread
- ✓ Pasta with vegetable-based sauce
- ✓ Pizza with vegetables
- ✓ Sandwiches—whole grain bread or rolls with loads of veggies and low fat spreads such as mustard
- ✓ Soft tacos filled with vegetables, meat or bean and cheese filling
- ✓ Stew with lots of vegetables
- ✓ Sushi with carrot and cucumber  
BUT no raw seafood
- ✓ Wraps loaded with vegetables

To choose and promote "Healthy Eating" – check resources on the BC Healthy Schools website – including:

- Quick Reference for "Choose Most" and "Choose Sometimes" items
- Healthier Foods - How To Make Fast-Food Healthier For Students
- Dental Health - School Food and Beverage Sales

#### Rewards for Saving Containers, Labels, Box Tops, and UPC Codes

Before asking families and friends to save empty bottles, cans, food labels, box tops or UPC codes, think about it. Are these from foods and beverages that are healthy choices? Are the rewards worth the effort?

Collecting UPC codes from healthy foods (such as milk, yogurt, and cheese) is more effective for health promotion than collecting labels from soup cans (high in sodium) or empty soft drink containers.

For example, Island Farms provides assistance to schools for hot lunches, field trips, library books, and computer software.

[www.islandfarms.com/community/dollar.htm](http://www.islandfarms.com/community/dollar.htm)

## Promote Healthy Eating



### Sales

#### Vending Machines and School Stores

Contracts between schools and vending companies are made at the School District level. Work together with vendors to meet your needs for healthy snacks and drinks.

- ✓ Refer to the "*Tools for Healthy Eating*" on the BC Healthy Schools website.
- ✓ Ask your vendor for a list of their items that meet the *Guidelines*.
- ✓ Ask for a plan-o-gram or map for each vending machine to ensure that you get the mix of products that you want.
- ✓ Ask for banners and advertising on vending machines that use only healthy images (e.g. athletes, plain water, vegetables, fruit, and 100% juice).
- ✓ Ask for samples from the vending company and hold a tasting event. Have students vote for the healthier items they would buy.
- ✓ Install a milk vending machine.

#### Selling Healthy Food Outside School

Foods that are sold by students in the community do not 'fall under' the *Guidelines for Sale of Food and Beverages in BC Schools*, but healthy choices are good for everyone.

Rather than asking a set price **ask for a donation** – as the Boy Scouts do for their fall apple sales.

#### Choices

- ✓ Coffee or tea—free-trade and shade grown, if available
- ✓ Citrus fruit or pineapple
- ✓ Frozen chicken breasts or turkeys – must be kept frozen solid\*\*\*
- ✓ Gourmet pasta
- ✓ Nuts
- ✓ Locally produced organic vegetables such as potatoes and onions
- ✓ Smoked salmon

#### Mixes

Choose healthy alternatives to high-sugar, high-fat and high-sodium mixes.

Label containers with ingredients and advise if packages "may contain nuts."

- ✓ Cookie or muffin mix in a jar (with ingredients from a "Choose Most" or "Choose Sometimes" recipe)
- ✓ Soup Mix

#### Make Your Own Soup Kit

At Winter Fair, families built "soup-making kits." Jars had been collected from families over a few months. Recipes and large bins of lentils, rice, and beans were set out with pre-made packets of spice/seasoning mixtures. Circles of cotton fabric/elastic bands and ribbons were available for decorating. Kids and adults both enjoyed assembling their layers of ingredients for gifting. At \$2 for a small and \$4 for large kits, this was not a huge fundraiser, but it is a fun idea for a fall or winter fair.

## Promote Healthy Eating

### Bake Sales

Bake sales can feature healthy options and still make money. To lessen the workload and time needed for organization offer only foods that do not need to be refrigerated. It is also a good idea to record the source of the food and who made it.



**Label foods that contain nuts, peanuts, milk, or eggs.**

For healthier baking ideas—look for cookbooks and recipes from organizations such as Dietitians of Canada and the Heart and Stroke Foundation.

Dietitians of Canada  
Cookbooks and Recipes Online:

- ✓ *Simply Great Food*  
Patricia Chuey, Eileen Campbell & Mary Sue Waisman. Robert Rose, 2007
- ✓ *Cook Great Food*  
Dietitians of Canada.  
Robert Rose, 2001
- ✓ *Great Food Fast*  
Dietitians of Canada.  
Robert Rose, 2000

### No Bake Sale?

For a change, hold a "no bake sale" or "virtual tea party." Donate the amount of money to the school that you would otherwise spend at a bake sale without buying any baked goods.

Heart and Stroke Foundation of Canada Cookbooks

- ✓ *The Best of HeartSmart Cooking*  
Bonnie Stern.  
Random House Canada, 2006
- ✓ *The New Lighthearted Cookbook*  
Anne Lindsey.  
Macmillan Canada, 2005
- ✓ *Lighthearted Everyday Cooking*  
Anne Lindsay.  
Macmillan Canada, 2002
- ✓ *More Heart Smart! Cooking*  
Bonnie Stern.  
Random House Canada, 1997
- ✓ *Heart Smart! Cooking for Family and Friends*  
Bonnie Stern.  
Random House Canada, 2000
- ✓ *Simply Heart Smart! Cooking*  
Bonnie Stern.  
Random House Canada, 1994

Heart and Stroke Foundation Recipes Online

### Is it "Choose Most" or "Choose Sometimes"?

Choose recipes with "Nutrients per Serving" and compare information with the *Guidelines for Food and Beverage Sales in BC Schools*. Typically, "Choose Most" recipes are made with whole grain flour, smaller amounts of fat, salt, and sugar. Make sure the serving size is the same as the recipe indicates.

### Healthy Best-Sellers

"Bake bread. It is cheap to make and sells out first at bake sales. Yeast goods are popular." Use whole grain flour. (Try whole grain pastry flour for a soft texture)

# Promote Healthy Eating

## Recipe Makeovers

Many recipes for baked goods can tolerate a "makeover" without affecting the taste or texture.

- ✓ **BOOST FIBRE AND FLAVOUR** – replace 1/2 the all-purpose flour with whole wheat or whole grain flour in muffins, loaves, and cookies.
- ✓ **CHANGE TO A HEALTHY FAT** – instead of shortening or lard for pastries choose a recipe that uses vegetable oil. If a recipe for a loaf or muffin recipe calls for solid fat such as butter or margarine, replace with canola oil and use 3/4 as much.
- ✓ **USE LESS OIL** – for quick breads and batters use 1/2 the oil and replace the other half with unsweetened applesauce, mashed banana, or pureed prunes.
- ✓ **CUT THE SUGAR** – reduce the amount of sugar by 1/3 to 1/2. Add flavourings such as vanilla or almond extract to boost the sweetness – or add spices such as cinnamon, cloves, allspice, and nutmeg. Try using lemon or orange zest.
- ✓ **CUT THE SALT** – in baked goods that do not require yeast for leavening, reduce salt by 1/2.
- ✓ **SUBSTITUTE** – use plain yogurt instead of sour cream.

### Selling Suppertime Survival

Suppertime Survival (2005) is a cookbook written by Registered Dietitians that is available to organizations such as schools or sports teams as a fundraiser or to provide a healthy resource to their community.

Order a minimum of 20 books (one case) and receive a 50% discount off the suggested retail price of \$29.95.

For more information, go to:  
[www.suppertimesurvival.com](http://www.suppertimesurvival.com).

Bonus – the recipes are easy enough for students to cook.

### Fun Fairs

Schools in Nanaimo use this fun way of bringing the school and community members together with different activities in different classrooms. Food is involved and a silent auction can be part of it. Schools have raised thousands of dollars at Fun Fairs.

## Promote Healthy Eating

### Community Meals

For fundraising, food needs to be made in an industrial kitchen by properly trained food handlers and food held at proper temperatures. Some ideas for community meals include:

- ✓ BBQ
- ✓ Breakfast or brunch
- ✓ Dinner fundraiser with a silent auction.
- ✓ Gourmet dinner – students work with local chefs to create a gourmet dinner, students then serve their parents the meal they have helped create.
- ✓ Spaghetti supper
- ✓ Picnic lunch
- ✓ Farm to Plate – students help harvest foods from a local farm and then help prepare and serve a special dinner.



Ask if your PAC can raise money by taking part in a community event. A local fair may be willing to pay the PAC or school to staff the door/gate, do set-up, cleanup, supervise parking, staff the concession, or prepare the food for the event.

### Tips for Hosting Community Meals

- ✓ Promote healthy foods being served at the event.
- ✓ Approach established groups or clubs to 'buy tables' so members can sit together. People may be more interested in going if they know friends and associates will be there.
- ✓ Promote local organizations who supply food. For example, local farms farmers' markets, grocers.
- ✓ Encourage local businesses to donate dishes, linens, cutlery, or door prizes.

#### Community Dinner for Playground Equipment

The PAC of Rosemont School in Nelson needed to raise funds to replace aging playground equipment. Six parents began serious planning about a month before holding a community dinner. The menu consisted of spaghetti, meatballs, or vegetarian tomato sauce, tossed salad, dinner rolls/butter, juice, tea, coffee, and baked goods for dessert. Local stores and bakeries donated a large quantity of food and supplies. Through the magic of lighting and music, the school gymnasium was transformed into a cozy Italian restaurant. Students volunteered to be servers, dads assisted with setting up tables and younger students made beautiful macaroni table centerpieces. The principal snapped photos and handed out door prizes. With about 100 people attending, we made about \$400.

#### Get Everyone On Board

Discuss your fundraising policy or philosophy with potential community partners. One school that adopted healthy eating policies met with a fast food outlet that offered to donate \$1 from the sale of every hamburger to the school. After negotiations, the school was able to tie the donation to the sale of milk, 100% juice, and salads.

## Promote Physical Activity



### Sales

- ✓ Ball caps, hats, or toques
- ✓ Foot warmers (for fans in the stands)
- ✓ Freezer packs for snacks in back packs
- ✓ Frisbees
- ✓ Gym passes
- ✓ Jump ropes
- ✓ Mouth guard kits. Watch for choking hazards from plastic that can chip or rip.
- ✓ Pedometers
- ✓ Stadium seat cushions with advertising from local business
- ✓ Sport socks
- ✓ Sporting equipment
- ✓ Sports bags or day packs with activity themes – running, baseball, etc.
- ✓ Sun screen
- ✓ Travel mugs
- ✓ T-shirts or sweat shirts
- ✓ Water bottles



### Services

- ✓ Rent a teen helper for yard work—rake leaves, water gardens, spread compost, mow lawns, shovel snow.
- ✓ Wash or walk dogs
- ✓ Wash cars



### Events

- ✓ A-thons
  - Bowl, bike, cross-country ski, dance, splash, skip, skate, sled, walk or wheel. Collect pledges based on the number of laps completed, distance travelled or number of points made.
- ✓ Carnival, Fun Fairs or Fetes -- games and activities for the whole family.
- ✓ Clinics or camps for sports – golf, hockey, running, tennis

### Get Those Feet Moving

The Lochside Vitality Crew sold pedometers sporting their school logo. Pedometers were sold for \$15.00 each with a 15% profit margin. They were able to sell 250 in a Lochside Elementary School (Victoria) which has 400 students. Great idea for a stocking stuffer.

## Promote Physical Activity

- ✓ Dances - Aboriginal, dinner dance, folk, friendship, kids, father/daughter, Latin, family, disco, Sadie Hawkins, or square
- ✓ Fun activities for students and families
  - Bowling night
  - Horse shoes
  - Ice-skating
  - Mini golf
  - Roller skating
  - Scavenger hunt
  - Treasure hunt
  - Walk/runs
- ✓ Tournaments
  - Beach volleyball
  - 3 on 3 basketball
  - Charge teams entry prizes and solicit prize donations from local businesses

### Head Smart!

Prevent brain and spinal cord injuries by always wearing a helmet. Be *Head Smart* and wear a CSA approved helmet when skating, riding a bike or playing hockey. For more information check out [www.thinkfirst.ca](http://www.thinkfirst.ca)

## Success Stories

### Tour De Cariboo

The Big Brothers and Big Sisters host a 75 mile bike ride between Williams Lake and Gavin Lake Camp. Individuals and teams enter. Each rider is required to have a minimum number of pledges. Months before the event, training sessions are held for novices. This is coordinated with the RCMP, which monitors the route.

At a forestry education camp at Gavin Lake, there is a huge social event that culminates in a dinner. The person with the highest number of pledges receives a grand prize, usually a mountain bike donated by a local sports company. This event has grown every year and made many thousands of dollars.

### Lessons Learned:

- Fun, fun, fun keeps people coming back. The encouragement and camaraderie among seasoned and new riders is obvious.
- Many people enjoy using this event to push themselves to become more fit; for some, it is the one fundraising event they participate in each year.

### Variations On The Theme

Have an imaginary destination, such as Hawaii, for people to swim, bike, wheel or walk, or run to over a period of time.

### Walkathon with Plant Sale

An inner-city school in Vancouver holds a combined walkathon and sale where students grow plants and sell novelty foods. They sell sunflowers, flowering plants, vegetable plants, and chive blossom vinegar and herb vinegar. One year the proceeds totalled \$11,000.

### Dance Night

Nanaimo's food bank, in partnership with a local club, hosted a Latin Dance night. They made money on ticket sales and also on homemade maracas, which contained donated prizes. The maracas went for \$20/pair and there was a countdown to the time for breaking them.

Lessons Learned: People spend money if they are having fun. Don't be shy; remind people of the good cause the money is going to. Let people know how close you are to the goal.

## Promote Physical Activity and Healthy Eating

Schools as well as recreation facilities are promoting physical activity and healthy eating.

### Success Story

#### Healthy Choices at Sporting Event

The concession at the Peninsula Track and Field Club in Sidney started serving fruit kabobs, small bags of mixed fresh veggies; healthy muffins, fresh fruit (such as oranges, bananas, and apples) veggie burgers, yogurt tubes, water, pure fruit juices, and milk. All choices that help enhance athletes' performances. Peninsula usually hosts the first track meet of the season on Vancouver Island, and subsequent hosts started serving similar healthy items at their track meets.

#### Lessons Learned:

The healthy items were the most popular with the athletes aged eight and up. They do get the connection – healthy athletes participate better.

#### Sports and Nutrition

"Classes are challenging, and there are tons of activities both before and after school that are keeping our athletes busy. They need solid nutrition which includes healthy snack choices to get them through their day, so that they can successfully meet their challenges. Our student athletes make huge commitments to their sports; between practices, games, and school, most cram all they can into every day. They need to understand how their food choices can impact their success all around."

*Physical Education Teacher in Kelowna*

Municipal Recreation Food Environment Action Toolkit (MRFEAT), is a toolkit developed to support recreation to create a healthy eating environment with step by step "how-to" information, resources, and ideas applicable for all food venues including vending, kiosks, canteens, fun days, sporting events/fundraisers, and cafeterias. The goal is to support making the transition to healthy choices fun and easy.

The toolkit will be available in early 2008.

**"You can't get better at anything if you don't eat the healthy stuff."**

10 year old boy, B.C. Athletics Junior Development  
2006 All Time Top Ten Award Winner in 60m Hurdles

## Promote the Arts



### Sales

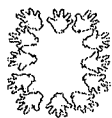
Sell student art and music-related items in the community, through silent auctions or craft booths at local fairs:

- ✓ Artwork
- ✓ Scrap books
- ✓ Calendars
- ✓ Greeting cards – made from student art or photography. Consider having cards professionally printed
- ✓ Hand crafted plates and mugs
- ✓ Jigsaw puzzle of class photo
- ✓ Magnets
- ✓ Music CDs and DVDs



### Events

- ✓ Art and craft shows – coordinate this with teachers to have products to sell
- ✓ Concerts, including holiday concerts
- ✓ Dinner Theatre – the teaching cafeteria makes the food and the drama class does the performance
- ✓ Fashion shows – work with local merchants on coupon giveaways for new clothes
- ✓ Karaoke competition
- ✓ Musical performance
- ✓ Plays and musicals
- ✓ Screenings of 'indie' (independent films – including those made by students) or foreign films
- ✓ Talent shows
- ✓ Art Walk - have students and local artists mount displays all over town. Sell participants a passport outlining the location and a story about each artist. The passport is stamped at each location and then submitted for a draw (the prize could be a donated piece of art). Art can also be sold with proceeds going to the school.



### Services

- ✓ Rent-a-band, rent-a-choir or rent-a-music group
- ✓ Singing telegrams – members of the choir or enthusiastic volunteers can sell singing telegrams, especially popular for Valentine's Day, Mother's Day, or birthdays



### Tip

Create an event and charge a low admission fee – sell lots of tickets!

### Heads or Tails?

A popular talent night fundraiser for Evergreen School in Cobble Hill involves selling sticky dots for \$1 each. People stick dots on their face or top. At intermission, everyone with dots stands up and puts both hands either on their 'head' or 'tail' when the MC says 'Choose'. Then the MC flips a coin. Everyone who guessed correctly keeps standing; everyone else removes a dot. Each person with at least one dot continues to play. The last person standing wins a prize basket.

The sticker-sellers choose a different coloured dot for the next intermission.

## Promote the Environment



### Sales

- ✓ Reusable gift bags, lunch bags, and market bags
- ✓ Flea markets to re-use and recycle products (rent tables)
- ✓ Garbage bags or blue bags for recycling and biodegradable bags for compost
- ✓ Garden-related fundraisers can promote school and community gardening
- ✓ Bedding plants
- ✓ Bulbs - [www.veseys.com/ca/en/about/veseys/fundraising](http://www.veseys.com/ca/en/about/veseys/fundraising)
- ✓ Egg carton herb gardens—started in the classroom and sold before they need to be transplanted
- ✓ Flowers and hanging baskets
- ✓ Mushroom or steer manure in 10 kg bags
- ✓ Red wiggler worms for composting
- ✓ Seedlings in paper coffee cups - to plant directly in the soil
- ✓ Seeds for vegetables to sow directly outdoors - carrots, basil, beans, carrots, corn, scarlet runner beans, snow peas, sugar peas



### Events

Reducing, re-using, and re-cycling programs reinforce lessons about environmentally friendly practices. Recycling opportunities are labour-intensive - some that are popular are:

- Batteries
- Bottle drives
- Cell phones
- Printer cartridges
- Telephone books



### Services

- ✓ Clean-up after events at stadiums and concert venues
- ✓ Car washing by hand with eco-friendly soaps and little water.



### Tips

- ✓ The easiest sales are seeds that can be sown directly outdoors.
- ✓ Marketing is half the sales job. If you're selling plants, make the posters in the shape of a plant - they're really eye catching! Put a sample hanging basket out at school events such as parent-teacher night.

#### Flower Baskets and Plants

To raise money for trips, a Surrey school choir sold hanging flower baskets and bedding plants from a local nursery in front of local supermarkets. They made \$3,500 the first year and \$1,200 and \$1,600 during subsequent years. To determine the selling price, the group added their desired mark-up to the wholesale cost, e.g. to make \$15 on a basket, they sold it for \$25. The plants sold in March and April were still beautiful by October.

#### Lessons Learned:

- The best fundraisers have involved connecting with local businesses.
- This is a good fundraiser, but a lot of work.
- Asking family and friends to buy is easier when the unit price is lower than \$25 for a hanging basket.
- Have fun! Crown one mom the flower queen.

#### Lean Towards Green

Think globally, choose locally!  
Choose local products, if possible.  
Offer items with minimal packaging and reusable or biodegradable containers.  
A cost-free fundraising program is offered through [www.thinkgreen.com](http://www.thinkgreen.com)

#### "Eat Green to be Keen"

-Lochside Vitality Crew slogan

## Involve the Community

Many of these ideas could be PAC initiated, but need the support of local businesses.



### Sales

- ✓ Advertising space in school directory, newspaper, or magazine
- ✓ Entertainment or holiday coupon books of discounts at local retailers. If your school develops your own coupon book – you can 'cherry pick' health promoting stores, restaurants, and activities
- ✓ Grocery store programs
- ✓ Raffle tickets to win:
  - Gift certificates – salon, local gym or stop
  - Movie theatre passes
  - Spa packages
  - Hotel getaways
  - Gift boxes of products from local businesses

### Seasonal and Holidays

#### Valentines:

- ✓ Carnation-o-grams

#### Spring:

- ✓ Daffodil days

#### Christmas:

- ✓ Christmas trees
- ✓ Christmas tree chipping
- ✓ Family portraits
- ✓ Frozen turkeys
- ✓ Gift bags or boxes that can be reused
- ✓ Holiday wreaths
- ✓ Mistletoe
- ✓ Poinsettias

### Grocery Gift Certificates or Gift Cards

A number of grocers (including Country Grocer, Safeway, Stong's Market and Thrifty Foods) offer gift cards or gift certificates in different denominations. A portion of the purchase price (usually 4-8%) goes back to the school.

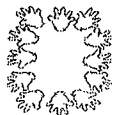
#### How one program works

1. Parents fill out an order form for the number of \$20 gift certificates they wish to purchase.
2. They write a cheque and submit it to the PAC committee by the established deadline.
3. The PAC purchases the certificates, receiving an 8% discount if the total value purchased is \$5,000 or more.  
(i.e. the school makes \$400 on \$5,000 worth of certificates). The discount is 6% if the total value is \$1,000 to \$4,999.  
The revenue from the sale of certificates goes to the school.
4. Parents use the certificates instead of cash to buy groceries.
5. Some schools do this once or twice per year and some do it on a monthly basis.
6. An average-sized school can make \$5,000 to \$8,000 per year if they do this on a regular basis.

**Lessons Learned:** Once established this is an easy fundraiser since people can shop at their local store, buying things they need.

This program may be combined with on-line shopping/home delivery for elderly shoppers, those without transportation or the time to shop.

## Involve the Community



### Services

- ✓ Become restaurant bussing staff for two hours and get a predetermined percentage of sales for that day
- ✓ Safety days – use a police engraver and accept donations to mark valuable items

### Christmas

- ✓ Gift-wrapping services in stores and malls
- ✓ Car service (by donation) for mall shoppers loaded down with bags

### Success Stories

#### Christmas Family Portraits

A school in Nelson raised funds with family photos. A photographer came to the school in October and finished photos were ready for gift giving at Christmas. Each family paid a \$10 sitting fee, which was donated to the school. Because more than 30 families participated; the school also won a free camera.

#### Christmas tree Chipping

The Grade 10 Socials Explorers class at Sutherland Secondary (North Vancouver) raises money for their outdoor experience field trips by helping the Lions Society with their annual Christmas tree chip up. Students unload the trees and place them in a pile for chipping.

#### Adopt-a-School

A patron such as a local business supports a school initiative at the workplace by collecting money for a pledge, e.g. cashiers at a chain of pharmacies sell balloon logos for Children's Hospital.

#### Save-On-More Points Program

You can donate your Save-On-More points in increments of 1,000 to one of three charities (one regional, two local) supported by your store. For each 1,000 points donated to charity (including schools) the Overwaitea Food Group will provide \$1 plus a matching \$1 to total \$2. Advise any cashier that you want to make a contribution. See your local Save-On Food/Overwaitea store for an information package or visit:  
<http://www.saveonmore.com/charity.htm>

#### Safeway's Because We Care Program

Since 1988, Canada Safeway stores have been selecting a community cause to support for the year. Working in partnership with the chosen organization (including schools), Safeway employees raise funds by selling raffle tickets and holding round-up days. For more information go to:  
[http://shop.safeway.com/corporate/community\\_can/default.asp](http://shop.safeway.com/corporate/community_can/default.asp)



## Events

- ✓ Auctions – including silent auctions. Auctions can have silent or verbal bidding. Attach the auction to another event such as a fundraising dinner or fun fair.
- ✓ GST Auction – goods, services, and talents. Solicit local businesses, parents, community members or groups of school children to provide donations for an auction, group smaller donations into gift baskets to make more money.
- ✓ Picnic Basket Auction – with baskets and contents donated by local businesses.



**Tip** Be sure to include items students can bid on. Items auctioned can range from practical services to fun items.

- ✓ BBQ hosted with a local retailer offering healthy choices (e.g. bike shop or grocery store).
- ✓ Community Job Fair – local companies rent booth space for a fee and solicit free advertisements from local radio stations and or newspapers. Charge for admission.
- ✓ Fashion shows with local clothing stores – graduation wear is popular.
- ✓ Raffles – although you need a license to hold a raffle, it is one of the easiest fundraising projects. Local businesses may donate prizes or provide a greatly reduced price. Tickets to win:
  - ✓ Gift certificates—local gym or store
  - ✓ Movie theatre passes
  - ✓ Salon gift cards
  - ✓ TV or electronics

## Reverse Raffle

Sell a specified number of raffle tickets before an event and start drawing tickets at the event.

Designate mileposts

(e.g., the 20<sup>th</sup> ticket taken will win a door prize, and the 50<sup>th</sup>, and the 100<sup>th</sup>, etc). With fewer and fewer tickets left in the barrel, people can bid on them or share them. For example, if there are 10 tickets left, the 10 ticket holders may choose to split the raffle prize among them, or people in the audience may want to pay a higher price for a ticket that has a greater chance of winning.

### Gift Baskets

Raffle gift baskets with different themes and sell tickets at a low price – e.g. \$2 each.

Ask local businesses for donations to fill the baskets.

- Gardening
- Children's Toys
- Spa
- Fitness

Italian cuisine--included in the package were ingredients for dinner for four plus a red-checked tablecloth, candles, Italian CD, and Italian cookbook.

### Key to a Prize

Put a prize in a large container secured with a padlock. Sell the key along with a bunch of fake keys. People buy keys for a chance to win the prize.

## Resources and Websites

Call Dial-A-Dietitian about the nutritional value of a product you want to sell and whether it fits into the *Guidelines for Food and Beverage Sales in BC Schools*. In Vancouver call 604.732.9191 or toll-free in BC 1.800.667.3438.

Contact your local health authority—listed in the blue pages of the phone book:

- Community Nutritionists (Registered Dietitians) can provide ideas on making healthy choices the easy choices in schools.
- Environmental Health Officers can provide information and guidelines on food safety.

Useful search engine key words for the internet include:

- School fundraising
- Healthy fundraising
- Healthy fundraising ideas
- Easy and fun fundraising
- Fundraising Canada

Many websites have information about successful fundraising campaigns and many have a free newsletter. These sites include both healthy ideas including "scratch cards" and less healthy choices such as candy and chocolates.

Look for 'Healthy Fundraisers' under Fundraising Products at:  
[www.fundraising.com](http://www.fundraising.com)  
[www.fundsraiser.com](http://www.fundsraiser.com) - cyberzine  
[www.fundraising-ideas.org](http://www.fundraising-ideas.org)  
[www.wowfundraising.com](http://www.wowfundraising.com)

### Sources

- **Creative Financing and Fun Fundraising: Creative Alternatives**  
 (Shasta County California Health Department)  
<http://www.co.shasta.ca.us/departments/publichealth/newspublications/other%20publications/fundraising.pdf>
- **Feeding the Future: School Nutrition Handbook**  
 (Calgary Health Region School Nutrition Advisory Coalition)  
<http://www.calgaryhealthregion.ca/hecomm/nal/ProgramsServices/SchoolNutritionProgram/Handbook.htm>
- **Fundraising Resources**  
 (New South Wales Canteen Association)  
<http://www.schoolcanteens.org.au/>
- **Fundraising with Healthy Food and Beverages**  
 (Nova Scotia Education and Health Promotion and Protection)  
[http://www.ednet.ns.ca/healthy\\_eating/pdf/NS-Fundraising-LoRes.pdf](http://www.ednet.ns.ca/healthy_eating/pdf/NS-Fundraising-LoRes.pdf)
- **Sweet Deals: School Fundraising Can be Healthy and Profitable**  
 (Center for the Science in the Public Interest)  
<http://www.cspinet.org/schoolfundraising.pdf>
- **The Fun Food Resource: A Guide to Offering Better Nutrition and Organizing a Fun Food Event** (Surrey School District No. 36 Food Services)  
<http://www.sd36.bc.ca/general/brochures/funfoodresource.pdf>



## Sample

TABLE 1

### Guideline on The Sale of Home Prepared, Non-Potentially Hazardous Foods

#### 1. Preparation:

Where home preparation is involved, food handlers should ensure:

- a. the food is in good condition, and free from spoilage and contamination;
- b. foods are prepared in clean, well equipped kitchens;
- c. good personal hygiene is observed at all times;
- d. hands are washed frequently and thoroughly;
- e. non-potentially hazardous foods are prepared separately from potentially hazardous food to prevent cross-contamination; and proper sealing jars (Mason-type or equivalent) are used for acceptable canned products. Jars may be reused only if they are in good condition, clean and properly sterilized. Sealing rings and lids should not be reused and should be replaced with new rings and lids with each refill. Jams and jellies may be wax-sealed provided the seal is airtight and prevents the entry of spoilage organisms.

#### 2. Sales:

Vendors of home prepared foods should ensure:

- a. their food products have been produced under sanitary conditions;
- b. all food stored, displayed or offered for sale is protected from contamination at all times;
- c. observe good personal hygiene;
- d. post a clearly visible sign at each food sales/service location stating "***This food has been prepared in a kitchen that is not routinely inspected by a regulatory authority***";
- e. non-potentially hazardous foods, other than whole/uncut fresh fruits and vegetables, are prepackaged; and
- f. all display cases, counters, shelves, tables and other equipment used in connection with food sales are kept clean and in good condition.