

# FUNDRAISING OPTIONS AVAILABLE TO SCHOOLS

## RECOMMENDED HEALTHY FUNDRAISERS

There are many healthy fundraising alternatives available that are not only practical, but profitable. Healthy fundraisers set a positive example and support, 1) healthy eating and physical activity by children, 2) nutrition education, 3) parents' efforts to feed their children healthfully, and 4) the fundraising needs of schools.

- Auctions/silent auctions
- "Bakeless" bake sales  
(Parents donate the money to the school that they otherwise would have spent at a bake sale, no baked goods are sold.)
- Book fairs
- Bottled water sales
- Calendars, stationery, greeting cards and picture frames
- Candles, ceramics
- Car washes
- Clothing, jewelry, accessories and personal care products
- Cookbook fundraisers
- Fruit sales
- Fun runs, walk-a-thons, bowl-a-thons, sporting events, skating parties
- Grocery store fundraisers  
(Grocery stores give a percentage of community members' purchases to designated local schools.)
- Holiday decorations/ornaments, novelties
- Magazine subscriptions



- Plants, flowers, seeds, and bulbs
- Raffles
- Recycling of clothing, cell phones and printer cartridges
- Safety and first aid kits
- Scratch cards, discount cards  
(Participants scratch dots on cards to designate a donation amount. In exchange for the donation, they receive discount coupons from local businesses.)
- Scrip, gift checks, and coupon books  
(Gift cards for use at local grocery stores or other retail stores that sell non-food items or healthy food options. Schools purchase scrip at a discount and parents purchase the scrip for full face value from the schools, which keep the difference.)
- Spices
- Sporting equipment, toys and games that promote physical activity (yoyos, jump ropes, balls, etc.)
- Toys
- Wrapping paper



## UNHEALTHY FUNDRAISERS

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.

- Bake sales
- Candy, cookie dough and doughnut sales
- Coupons or gift cards for unhealthy foods or fast-food restaurants
- Label redemption programs  
(Families purchase products and then turn the labels into the school which redeems them for school supplies or money. In the Campbell's Labels for Education and the General Mills' Box Tops for Education programs, 80% of eligible food products are of poor nutritional quality.)
- Pizza or pizza kit sales
- Restaurant fundraisers  
(A fast-food restaurant offers a school a cut of the sales on a week night designated for the fundraiser.)
- Sale of foods and beverages of poor nutritional quality through a la carte, vending or school stores on campus



For more information and contact information for fundraising companies, see *Sweet Deals: School Fundraising Can Be Healthy and Profitable* at: [www.cspinet.org/schoolfundraising.pdf](http://www.cspinet.org/schoolfundraising.pdf) or contact the National Alliance for Nutrition and Activity at 202-777-8387 or [nana@cspinet.org](mailto:nana@cspinet.org).

