

Promoting a Healthy Environment

Fundraising

Healthy, Creative Ideas for Fundraising

Each year, schools around the country create plans for fundraising endeavors; often times these efforts are coordinated by parents and Parent Teacher Associations (PTAs) or Organizations (PTOs). Candy, cookie dough, chocolate and soft drink sales provide money for a variety of necessary school improvements and scholarships. Schools use these funds to purchase playground equipment, classroom materials such as updated globes and maps, subsidize costly field trips, and many more important items. Switching gears from traditional candy sales to healthier products can be a difficult decision to make, given the perceived success and profitability of longstanding fundraising efforts. Still, it is important to try.

Why not sell candy if it raises money?

- Purchasing candy and cookie dough, as well as other foods or beverages of limited nutritional quality, promotes poor dietary habits for those who purchase and consume these items.
- School fundraising efforts should support the well-being of children and their loved ones.
- Fundraising with healthy foods and non-food items demonstrates a school commitment to promoting healthy behaviors. It supports the classroom lessons students are learning about health, instead of contradicting them.
- Parents, family members and friends may want to support fundraising efforts and feel obligated to buy them, but may feel uncomfortable about the options.
- There are numerous alternatives that not only promote health, but also raise money for schools.

You can support healthy eating for the whole family through the sale of foods that are low in fat, sugar and sodium such as:

- Bottled water
- Fresh fruit (fresh citrus is especially popular in the winter months)
- Popcorn
- Trail mix
- Pretzels
- Individual (aseptic) milk boxes
- Whole grain baking mixes
- High fiber, low sodium soup mixes



Raising Funds without Food

The Anne Arundel County Public Schools' Wellness Council Team encourages schools and their PTAs/PTOs to think creatively about fundraising efforts. Some schools have gone so far as to ban the sale of any food item, regardless of health value. What options exist for those schools looking for alternatives to food sales?

Items That Can Be Sold

- Candles
- Gift wrap
- Magazine subscriptions
- Housewares
- Books
- Calendars
- First aid kits
- Yearbook engraving
- Stationery
- Jewelry
- Holiday ornaments
- Cookbooks
- Raffle donations
- Hats
- T-shirts



Sales, Raffles and Auctions

- Ask local businesses to donate items, services or gift baskets for a silent auction.
- Have parents donate plants from their gardens for a plant sale.
- Have a school-wide yard sale and ask parents to donate items.



Have a "Fun-a-Thon"

Have students obtain sponsors for a bike-a-thon, walk-a-thon, hop-a-thon, dance-a-thon or even a read-a-thon. Make it a school-wide event. The kids will have a blast raising money.

Draw on the Strengths of Your Community

Some schools earn funds by selling parking spaces for various events. It just takes parent and faculty volunteers to manage parking. It is a great opportunity for schools to raise money without food sales.

Learn To Live

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