# KEEPING THE "FUN" IN FUNDRAISING

## WHILE COMPLYING WITH ALABAMA SCHOOL FUNDRAISING POLICY

## FUNDRAISING SHOULD SUPPORT A HEALTHY SCHOOL ENVIRONMENT

Selling less nutritious food items for fundraising contradicts nutrition messages taught in the classroom and as part of the Child Nutrition Program, which emphasizes healthy meals by requiring schools to serve more fruits, vegetables, and whole grains than ever before. Fundraisers should not give the impression that schools care more about making money than about student health. In contrast, healthful fundraising gives consistent, positive health messages.

## ALABAMA SCHOOL FUNDRAISING POLICY

Every school has a responsibility to follow the new Alabama School Fundraising Policy to build a consistent environment that helps foster healthy eating behaviors during the school day. The policy focuses on reducing the amount of less-healthy food items, or items that do not meet the USDA Smart Snacks in School Standards, that students have access to throughout the school day.

While fundraisers compliant with the USDA Smart Snacks in School Standards updated July 1, 2016 are greatly encouraged, the Alabama School Fundraising Policy allows 30 "exempt fundraisers" per year, which is defined as the sale of any food item that does not meet the Smart Snacks Standards. Any food item that does not meet the USDA Smart Snacks in School Standards and is sold during the school day is counted as one exempt fundraiser, which can last for no more than one day in length.

For more information on School Fundraising, visit:
Alabama School Fundraising: www.alsde.edu/sites/memos/Memoranda/FY15-3041.pdf
USDA Smart Snacks in School: www.fns.usda.gov/sites/default/files/allfoods_flyer.pdf

## RECOMMENDED FUNDRAISING OPTIONS

### BE ACTIVE FUNDRAISERS

- Dance marathon, Jog-A-Thon, etc.
- 5K - try silly themes like "Superhero Race", where everyone wears a cape!
- Teachers/students sport competitions - volleyball, basketball, etc.
- Zumba, Pilates, etc. (recruit qualified instructors to volunteer to teach classes)
- Family obstacle course or Sport camps
- 30 day fitness challenge

### GIVE BACK TO THE COMMUNITY FUNDRAISERS

- Car wash, Lawn care, Housecleaning, etc.
- Parents Night Out - provide babysitting at school so parents can have a night out
- Serve-A-Thon - rake leaves for the elderly, clean up a local park/beach
- School recycling program - check out the PepsiCo Recycling Rally: www.pepsicorecycling.com/Programs/RecycleRally

## SCHOOL "FUN" RAISING

- Dress up days - students bring money to wear hats, pajamas, costumes, etc.
- Principal on the roof - principal spends a day on the roof when goal is achieved
- Buy a brick - bricks are engraved and used for paving a patio or other area
- Dunking booth - students purchase chances to throw a ball at a target to dunk staff
- Pie in the eye - students purchase chances to "pie" staff
- Penny wars - visit www.pennies.org/index.php/fundraising

## DO IT YOURSELF (DIY) WORKSHOPS

- Dream catcher workshop
- Christmas ornaments workshop
- Mason jar fairy light workshop
- Canvas art workshop

*Older art students could donate their time and teach the workshop!

## SEASONAL PLANT FUNDRAISERS

- Spring Season - bedding plants, sun and shade, ferns, rose bushes, etc.
- Fall Season - pansies, mums, etc.
- Christmas - Christmas trees, wreaths, poinsettia, etc.
- Fruit and fruit basket sales

## RAFFLE TICKET FUNDRAISERS

- Gift certificates - donated by local stores
- Gift baskets/Theme bags
- Yearbooks, class rings, etc.
- VIP parking spaces or School event tickets
- Sport activities tickets - ice skating, rock climbing, bowling, etc.
- Sport equipment - tennis rackets, badminton rackets, basketballs, etc.
- School t-shirts, sweatshirts, hoodies, etc.

## TEAM SPIRIT FUNDRAISERS

- Lanyards or pennants printed with the school logo
- Spirit/booster badges
- School cookbooks or Stationeries
- Decals, bumper stickers, temporary tattoos, etc.
- Apparel - t-shirts, hats/visors, sweatshirts, sweatpants with printed school logos, etc.
- School souvenirs - key chains, calendars, mugs, koozies, etc.
- Stadium blankets and pillows
- Frisbees, jump ropes, footballs, baseballs and bats, etc.

## OTHER NON-FOOD FUNDRAISERS

- Mattresses and sheet sets
- Candles, Gift wrap, Coupon books, etc.
- Holiday wreathes
- Y-Ties - www.y-ties.com

Alabama Champions for Healthy Active Schools

The Nutrition and Physical Activity Division

## FOR MORE INFORMATION, PLEASE VISIT:

- Alliance for a Healthier Generation: www.healthiergeneration.org
- Action for Healthy Kids: www.actionforhealthykids.org
- Fundraising Ideas for School: healthymeals.nal.usda.gov/hsmrs/Kansas/Fundraising%20Ideas%20for%20Schools.pdf
- Non-food Fundraising Ideas: health.mo.gov/living/wellness/nutrition/eatsmartguidelines/pdf/NonfoodFundraisingIdeas.pdf

## VISIT ALABAMAPUBLICHEALTH.GOV/NPA FOR ADDITIONAL INFORMATION