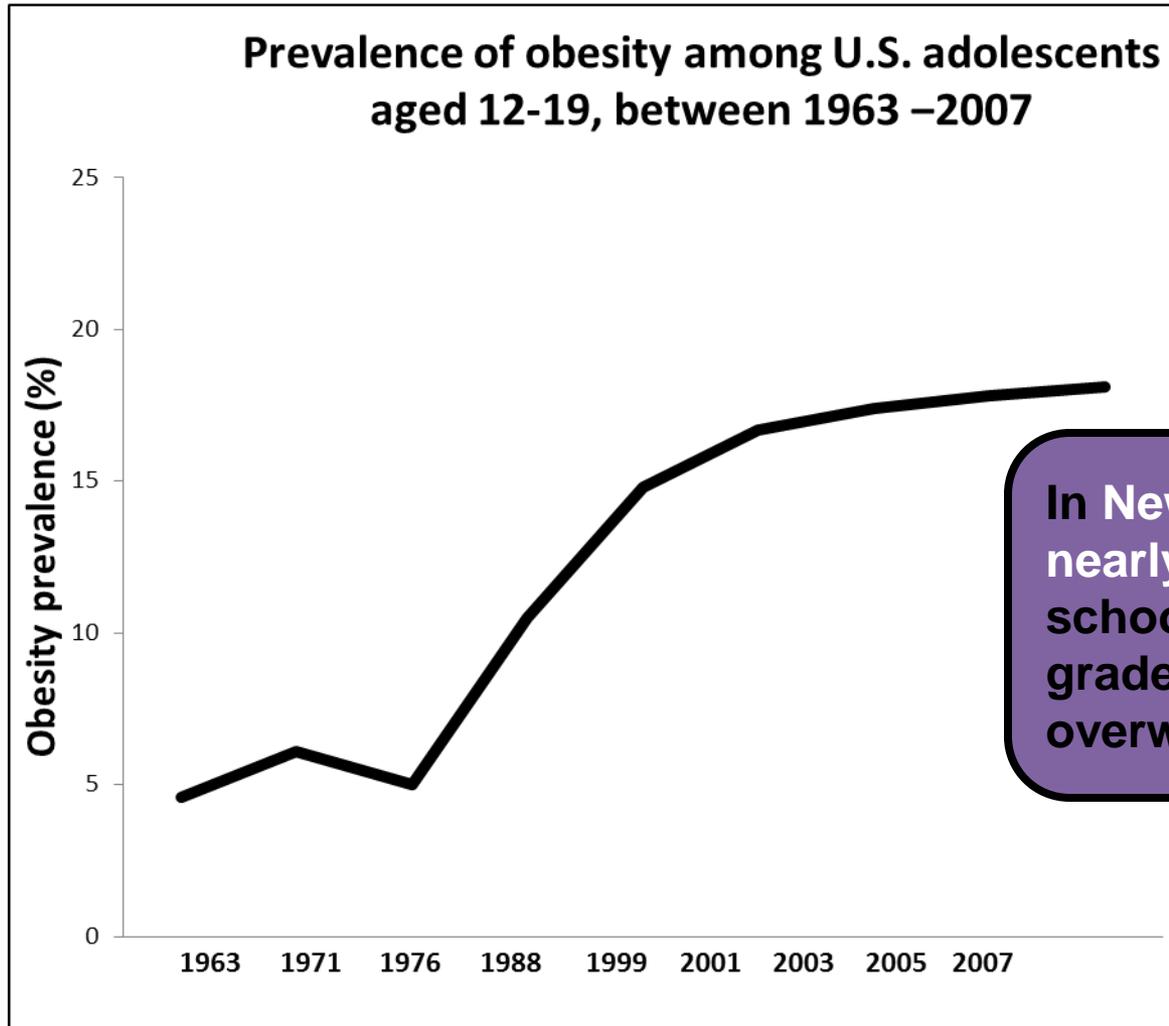


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# A+ Fundraisers for High Schools

A guide to having a successful fundraiser  
while keeping your community healthy

# Obesity is a national problem



**In New York City, nearly 4 in 10 public school students in grades K-12 are overweight or obese**

# What do children (aged 2–18) eat?

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- **Almost half** of children's daily calories are from fat or added sugar
- **Top three** sources of children's calories are:
  1. Sugary drinks (e.g., soda, lemonade)
  2. Grain-based desserts
  3. Pizza



# Students eat almost half of their daily calories **during school hours**

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- Cafeteria
- Classroom
- Vending machines
- School store
- Fundraisers



**Make fundraisers part of the solution instead of the problem!**

# What is wrong with this picture?



MyPlate

Bake sale

# What is wrong with selling “empty” calories?

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- They contradict healthy eating messages in schools
- They increase the availability of high-fat/high-sugar foods in schools
- They teach students to compromise their health for a profit

# Why offer fresh fruits and vegetables or non-food fundraisers?

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- To send clear and consistent healthy eating messages
- To help support changes to the school environment
  - Limit the availability of high-fat/high-sugar foods
- To help schools make money and more!

# **TRUTH:** Selling food is **NOT** the only way to make money

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Several New York City high schools have successfully implemented non-food fundraisers.

# Ideas for fundraiser events

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- Sports game/tournament
- Walk-a-thon
- Recycling drive
- Donation drive
- Student dance, talent show or concert
- Flea market
- Adult auction



# Items to sell

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- School logo gear
- School store items
- Flowers or plants
- Items at a special event  
(e.g., glow bracelets at a dance)
- Health-related items  
(e.g., hand sanitizer, mini tissue packs)



# If you sell food, think **healthy!**

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Fresh produce sold individually or bundled always sends the right health message.



# Coordinate fundraisers with holidays, seasons, events

<b>September</b>	Sell school supply packages 
<b>October</b>	Sell pumpkins for Halloween 
<b>November</b>	Sell produce packages for Thanksgiving 
<b>December</b>	Hold a holiday concert or dance 
<b>January</b>	Hold an indoor event 
<b>February</b>	Sell flowers for Valentine's Day 
<b>March</b>	Organize a March Madness student-teacher bball game 
<b>April</b>	Organize a walk-a-thon 
<b>May</b>	Sell flowers for Mother's Day 
<b>June</b>	Sell balloons at graduation 

# Steps to developing a fundraiser

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1. Convene a group of volunteers
2. Evaluate your resources and fundraiser goals
3. Decide what type of fundraiser to hold
4. Plan the fundraiser (who, what, when, where, how)
5. Promote the fundraiser
6. Execute the fundraiser
7. Follow-up and debrief

# Regulations pertaining to fundraising

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- A-610: Fundraising Activities and Collection of Money from Students
- A-650: Flea Markets in Schools
- A-660: Parent Associations and the Schools
- A-812: Competitive Foods
  
- **Chancellor's Regulations:**  
<http://schools.nyc.gov/RulesPolicies/ChancellorsRegulations/default.htm>
  
- **New York City Department of Education Wellness Policy:**  
<http://schools.nyc.gov/Offices/Health/GenProgServ/Wellness.htm>

# Just remember, when collecting money from students...

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- Direct solicitation of money from students during school hours is prohibited
- Do not coerce and/or pressure students
- Advise students that participation is voluntary
- Collect money anonymously in a central repository, e.g., a collection box or jar
- **See Chancellor's Regulation A-610 for detailed language**

# Fundraiser resources

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## New York City Department of Health

- A+ Fundraisers for High Schools:

<http://www.nyc.gov/html/doh/downloads/pdf/cdp/fantastic-fund-hs.pdf>

- Healthy High Schools Initiative:

<http://www.nyc.gov/html/doh/html/cdp/cdp-pan-healthy-hs.shtml>

## Other

- New York City Fund for Public Schools:

<http://schools.nyc.gov/FundForPublicSchools/ToolsforSchools/FundraisingToolKit/default.htm>

- Healthy Fundraiser Alternatives (California Project Lean):

<http://www.californiaprojectlean.org/docuserfiles/Ideas%20for%20healthy%20ofundraising%20fact%20sheet.pdf>