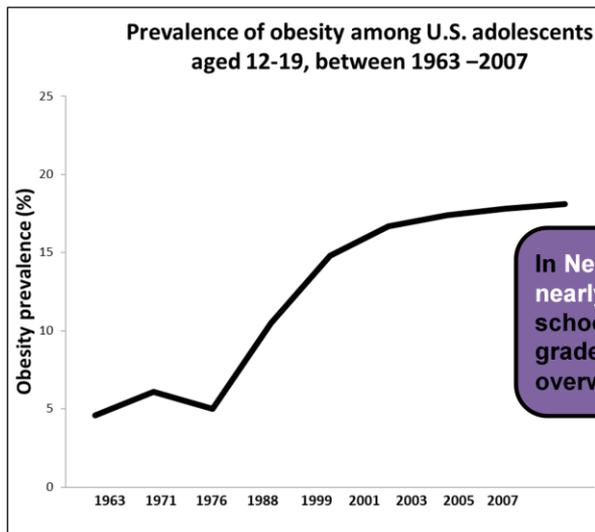




In this presentation, you will:

1. Learn how to hold successful school fundraisers while supporting health;
2. Gain exposure to a variety of fundraising options that do not sell food, as well as ones that sell healthy foods; and
3. Be given useful tips for organizing and implementing healthy food and non-food fundraisers.

Obesity is a national problem



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



Source: NHANES; NYC Community Health Survey, 2008; NYC FITNESSGRAM 2009-10

Across the nation, the rate of obesity in youth has tripled over the last few decades.

In New York City:

Nearly 4 out of 10 public school students in Kindergarten through 12th grade are overweight or obese

Why do you think this is?

Some possible reasons: an increase in sugary drink consumption; limited access to healthy food; the higher costs associated with healthy food; the ease of obtaining low-cost fast food; decreased physical activity; more sedentary jobs; and too much TV and screen time.

What do children (aged 2–18) eat?

- **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



Source: Reedy J, Krebs-Smith S. (2010). Dietary Sources of Energy, Solid Fats, and Added Sugars among Children and Adolescents in the United States. *Journal of the American Dietetic Association*, 110:1477-1484.



Studies have shown that American youth have unhealthy eating habits, and this is one of the main reasons that the rate of obesity in children has tripled.

ALMOST HALF (40%) of our children's daily calories are from fat or added sugar.

The top three sources of calories in a youth's diet are from:

- Sugary drinks (e.g., soda, lemonade, sweetened teas)
- Grain-based desserts
- Pizza

Why do you think this is?

- Some possible reasons: high-fat/high-sugar foods tend to be inexpensive and taste good; peer pressure; food marketing and advertising to teens using movie and music stars.

Additional information to guide discussion:

- 2010 Dietary Guidelines for Americans (<http://www.cnpp.usda.gov/DGAs2010-PolicyDocument.htm>)
- Information about sugary drinks (NYC Dept. of Health website: http://www.nyc.gov/html/doh/html/cdp/cdp_pan.shtml)

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

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



Make fundraisers part of the solution instead of the problem!

Source: Neumark-Sztainer D, French SA, Hannan PJ, Story M and Fulkerson JA. (2005). School lunch and snacking patterns among high school students: Associations with school food environment and policies. *International Journal of Behavioral Nutrition and Physical Activity*; 2:14.



What we eat is often what's most easily available to us.

Many students eat almost half of their calories **during school hours.**

There are many ways food is made available or consumed in our schools:

- Meals in the cafeteria
- Classroom parties
- Snacks and beverages in vending machines and in the school store
- Food and beverages brought in from the outside for snacks or meals
- AND, food or beverages sold for fundraisers

SchoolFood has worked diligently to make healthy changes, such as restricting trans fat, adding more fresh fruit, lowering the fat in milk, and limiting sugary drinks sold in vending machines. Yet often, food and beverages sold at school fundraisers are the opposite of healthy—they are high in fat, sugar and calories.

Make fundraisers part of the solution instead of the problem. Over the next several slides I will present examples of fundraisers that sell healthy food options, as well as fun, non-food ones.

What is wrong with this picture?



Please note that this pictures has been altered to include the Choosemyplate.gov icon.

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What is wrong with this picture?

- Answer: They are selling high-fat and high-sugar foods at this bake sale, but there is a nutrition poster (MyPlate icon) in the background.
- “MyPlate” is a NEW educational tool that replaces the MyPyramid icon. It was developed by the USDA and is used to promote a healthy lifestyle.
- Main messages of MyPlate:
 - **Balancing calories:**
 - Enjoy your food, but eat less.
 - Avoid oversized portions.
 - Limit empty calories (calories from solid fats and/or added sugars). While consuming small amounts of empty calories is okay, most people eat *far more* than is healthy.
 - **Foods to increase:**
 - Fill half of your plate with fruits and vegetables.
 - One quarter of your plate should be whole grains.
 - Switch to fat-free or low-fat (1%) milk.
 - **Foods to reduce:**
 - Compare sodium in foods like soup, bread and frozen meals—and choose the foods with lower numbers.
 - Drink water instead of sugary drinks.

Source: Choosemyplate.gov

What is wrong with selling “empty” calories?

- 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

Sources: Neumark-Sztainer D, French SA, Hannan PJ, Story M and Fulkerson JA. (2005). School lunch and snacking patterns among high school students: Associations with school food environment and policies. *International Journal of Behavioral Nutrition and Physical Activity*; 2:14. Contento I, Balch GI, Bronner YL, et al. (1995). Nutrition education for school-aged children. *Journal of Nutrition Education*; 27(6):298-311.



What is wrong with selling empty calories for fundraisers?

- There are, unfortunately, so many opportunities outside of school to eat food high in fat and sugar. Let's keep the school environment healthy.
- Selling chocolates, candy and baked goods contradicts healthy eating messages promoted in schools – in health and science classes and in the school mission.
- Conducting high-fat/high-sugar food fundraisers increases the availability of these foods in schools and in students' homes, which increases the likelihood that they will be eaten.
 - A diet high in fat and sugar can lead to overweight and obesity. Obesity contributes to many serious health problems, including diabetes, heart disease, high blood pressure, stroke, asthma and depression.
- By selling high-fat/high-sugar foods, you are compromising your customer's health to make a profit. Fundraisers raise money for good causes, but health, too, is a good cause and there are many profitable fundraisers that don't involve food.

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

- 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!



Offer healthy food or non-food fundraisers:

- To send clear health/nutrition messages that do not contradict other school messages about health. Selling fresh fruits and vegetables always sends the right health message.
- To support healthy changes at your school and show that your school cares about the health of its students and the larger school community by limiting availability of high-fat/high-sugar foods.
- To help schools make money and MORE, e.g., improved health of students and families, increased school spirit, greater community engagement.

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



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



Public high schools in all boroughs of New York City have made money through healthy fundraisers.

Ideas for fundraiser events

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



Sports game/tournament (student vs. faculty or alumni)

A-thon (e.g., walk, dance, bike, hula hoop)

Recycling drive (clothes or electronics for Earth Day)

Evening parent classes (workout, dance, art, etc.)

Donation drive with parents, alumni or local businesses (100% of donations must go to the school per Chancellor's Regulation A-660)

Student events (dance, talent show, concert)

Flea market (Consult Chancellor's Regulation A-650 on additional requirements for conducting flea markets longer than 12 days.)

Adult-only auction

FOR YOUR REFERENCE: Chancellor's Regulation A-610, Section 1(c) prohibits the direct solicitation of money from students during school hours. If your school/organization plans to collect money from students, you must do so in an indirect manner that does not involve coercion and/or pressure to contribute. Students must be advised that participation is completely voluntary, and money should be collected in a central repository (e.g., a collection box or jar) where students can make contributions without having donation amounts tracked or monitored. Also, under Chancellor's Regulation A-610 (1), the principal must give written permission for students to participate in a fundraiser during school hours. PA fundraising activities that involve students should be limited to 2 per year.

Items to sell

- 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)



NYC
Health

Sell school logo gear with your school mascot or school colors

- Examples: Reusable water-bottles, tote bags, clothing, mugs

Sell items in a school store

- School stores don't need to be big or year-round. They could be once a week.
- Examples: spirit gear, school supplies, tissue packs

Sell flowers or plants

- Sell these items for big holidays or events like Valentine's Day, Mother's Day, or for graduation
- Buy items wholesale to save money!

Sell items at an event like a dance or sports game

- Examples: leis, glow bracelets or necklaces, temporary tattoos, spirit fingers

Sell health-related items

- Promote health during flu season or during a health week.
- Examples: hand sanitizer, mini tissue packs, jump ropes, stress balls, snack containers, water bottles, sweat bands

FOR YOUR REFERENCE: Chancellor's Regulation A-610, Section 1(c) prohibits the direct solicitation of money from students during school hours. If your school/organization plans to collect money from students, you must do so in an indirect manner that does not involve coercion and/or pressure to contribute. Students must be advised that participation is completely voluntary, and money should be collected in a central repository (e.g., a collection box or jar) where students can make contributions without having donation amounts tracked or monitored. Also, under Chancellor's Regulation A-610 (1), the principal must give written permission for students to participate in a fundraiser during school hours. PA fundraising activities that involve students should be limited to 2 per year pursuant.

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

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



If you do sell food, think healthy—like fresh produce.

- Sell individual items or bundled packets
- Conduct this fundraiser during Parent Teacher conferences and/or around the holidays

Tips:

- Offer small taste tests
- Attractively package in school colors or with school name or mascot

Coordinate fundraisers with holidays, seasons, events

September	Sell school supply packages 📁
October	Sell pumpkins for Halloween 🎃
November	Sell produce packages for Thanksgiving 🍁
December	Hold a holiday concert or dance ❄️
January	Hold an indoor event 🎸
February	Sell flowers for Valentine's Day 🌹
March	Organize a March Madness student-teacher bball game 🏀
April	Organize a walk-a-thon 🚶
May	Sell flowers for Mother's Day 🌸
June	Sell balloons at graduation 🎈



Coordinate your fundraisers with the seasons, holidays and events.

September: back-to-school sale, utilize the school store, do a donation drive

October: sell produce, plants or pumpkins; hold a walk-a-thon

November: sell items during Parent-Teacher Conference night, do a recycling drive around America Recycles Day (November 15th), hold a flea market

December: sell holiday items or produce gift baskets, hold an event

January: hold an indoor event (battle of the bands, etc.)

February: sell flowers on Valentine's Day, hold a dance

March: hold a sporting event (e.g., student-teacher or student-alumni basketball game, 3-on-3 basketball tournament)

April: hold a 'green' fundraiser around Earth Day (April 22nd) by selling plants, doing recycling fundraisers, holding outdoor events (walk-a-thon)

May: sell plants, flowers, mugs, or fruit baskets for Mother's Day

June: sell similar items for Father's Day, have underclassman sell balloons and flowers at graduation

Steps to developing a fundraiser

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



The basic steps to starting a fundraiser:

1. Convene a group of volunteers (staff, parents and students)
2. Evaluate your resources and fundraiser goals
 - Space
 - Staffing
 - Student Involvement
 - Scheduling
 - Audience
 - Budget
3. Decide what type of fundraiser will best help you achieve your fundraiser goal
 - Know your audience
 - Plan engaging fundraisers
 - Check which Chancellor's Regulations apply to your fundraiser (see next 2 slides)
4. Plan the fundraiser (who, what, where, when, how)
5. Promote the fundraiser
6. Execute the fundraiser
7. Follow-up and debrief (did you reach your goal, what could have been improved?)

For more steps about specific fundraisers, see the *A+ Fundraisers for High Schools* guide on the New York City Health Department website:

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

Regulations pertaining to fundraising

- 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>



These are some of the New York City Department of Education regulations that pertain to School Fundraising.

A-610, Fundraising Activities and Collection of Money from Students: This regulation defines certain parameters regarding when fundraisers may be held, and identifies internal controls regarding how money should be collected and spent.

A-650, Flea Markets: This regulation describes the conditions under which flea markets and certain other flea market-type programs may be initiated and conducted on New York City Department of Education property.

A-660, Parent Associations and Schools: This regulation describes the governance structure of parent associations and presidents' councils. Among other things, this regulation identifies rules and restrictions applicable to fundraisers conducted by parent associations.

A-812, Competitive Foods: This regulation outlines the restrictions regarding when and how food items can be sold on school property.

Chancellor's Regulations: Go to this website to see all most updated Chancellor's Regulations that pertain to school fundraising.

NYC Department of Education Wellness Policies on Physical Education and Nutrition: The wellness policy includes goals for nutrition education and physical activity, along with guidelines to promote student health and reduce childhood obesity.

Just remember, when collecting money from students...

- 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**



Chancellor's Regulation A-610, Section 1(c) **prohibits** the direct solicitation of money from students during school hours.

If your school/organization plans to collect money from students, you must do so in an indirect manner that does not involve coercion and/or pressure to contribute.

Students must be advised that participation is completely voluntary.

Money should be collected in a central repository (e.g., a collection box or jar) where students can make contributions without having donation amounts tracked or monitored.

See Chancellor's Regulation A-610

<http://schools.nyc.gov/RulesPolicies/ChancellorsRegulations/default.htm>

Fundraiser resources

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>



Here are some helpful resources for planning a fundraiser.

New York City Department of Health

A+ Fundraisers for High Schools: NYC Health Department 24-page document with resources and detailed information about how to do different healthy food and non-food fundraisers.

Healthy High Schools Initiative: NYC Health Department website with resources and information.

Other

NYC Fund for Public Schools: “How to” fundraising guide

California Project Lean website: Healthy fundraiser ideas