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.
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.
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:

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?

• 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


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.
Offer healthy food 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!

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!
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)

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

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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 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

<table>
<thead>
<tr>
<th>Month</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>September</td>
<td>Sell school supply packages</td>
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<tr>
<td>October</td>
<td>Sell pumpkins for Halloween</td>
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<tr>
<td>November</td>
<td>Sell produce packages for Thanksgiving</td>
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<tr>
<td>December</td>
<td>Hold a holiday concert or dance</td>
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<tr>
<td>January</td>
<td>Hold an indoor event</td>
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<td>February</td>
<td>Sell flowers for Valentine’s Day</td>
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<tr>
<td>March</td>
<td>Organize a March Madness student-teacher bball game</td>
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</table>
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:
Regulations pertaining to 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.

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

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**See Chancellor’s Regulation A-610**
## Fundraiser resources

### New York City Department of Health
- **A+ Fundraisers for High Schools:**

- **Healthy High Schools Initiative:**

### Other
- **New York City Fund for Public Schools:**
  [http://schools.nyc.gov/FundForPublicSchools/ToolsforSchools/FundraisingToolKit/default.htm](http://schools.nyc.gov/FundForPublicSchools/ToolsforSchools/FundraisingToolKit/default.htm)

- **Healthy Fundraiser Alternatives (California Project Lean):**

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