



**Why does it matter?**

It is important that all food and beverages sold at school reinforce good nutrition. Promoting healthy options during meal or snacks times while allowing regular unhealthy fundraisers send youth conflicting messages. Fundraisers can be successful and engage youth and the community in meaningful ways without undermining the healthy eating message.

**Here are some examples of non-food fundraisers:**

- "A-Thons" (walk, bike, skate, run, walk)
  - o [www.apexfunrun.com](http://www.apexfunrun.com) and [www.boosterthon.com](http://www.boosterthon.com) are companies that can assist in management of a fun run
- Team sport tournaments (Softball, kickball, volleyball)
- Host a community carnival or game night that features opportunities for physical activity as a family and healthy food options
- Recycle programs (cans, bottles, paper, ink cartridges)
- Hold a talent show and charge admission
- Penny wars (where classrooms compete on who can bring in the most pennies. Students can reduce another classroom's total by adding silver change to an opposing classroom's bucket)
- The "No-Bake" Bake Sale (encourage parents to donate the money they would have donated to a traditional bake sale to the No-Bake sale. Remind parents of the time and effort they are saving NOT baking treats!)
- Sell non-food items with the school logo (reusable water cups, t-shirts, notebooks, pencils, reusable grocery bags, etc)
- Silent auction or raffle. Get the local community involved by asking them to donate items and services (lawn care, car washes, vacation packages, movies tickets, etc)

**How do common district fundraisers hold up to these new guidelines?**

Fundraiser Event	Meet Smart Snacks Guidelines?	Comments
Muffins for Mom	No	If muffins purchased meet the nutrition standards this fundraiser could work.
Doughnuts for Dad	No	It is unlikely that a doughnut would meet the nutrition standards
Candy Bar Sales	Maybe	If candy bars are sold to students during the school day= NO. If candy bars sold after the school day= Yes.
Cookie Dough Sales	Yes	The cookie dough is not intended for consumption during the school day.
Jamba Juice	Maybe	Nutrition information from Jamba Juice would need to be reviewed
Food Truck	Maybe	If the food served meet the new standards.