



# School Fundraising

NUTRITION STANDARDS

2019-2020

## Introduction

Fundraisers contribute significantly to the success of our schools and the overall well-being of our students. Funds achieved through a variety of methods not only supply schools with the ability and opportunity to ensure student participation in school activities, events, class trips, and athletic programs; fundraisers also provide classrooms with needed supplies.

School fundraisers fall under the Healthy Hunger-Free Kids Act (HFKA) of 2010. The USDA established additional nutrition standards, known as *Smart Snacks in Schools*, to ensure consistency within the positive health promotion of good nutrition already occurring in schools across the nation. Reinforcing smart nutrition messages across **all** school related activities and events increases students' understanding of health, and further encourages the development and maintenance of healthy habits.<sup>1</sup>

## Nutrition Standards—USDA: Smart Snacks

If food or beverages are to be sold in schools, including those that occur outside of the school lunch and breakfast programs, adherence to the HFKA guidelines is expected. The *Smart Snacks in Schools* requires a reduction in foods that are high in fats and sugars, and low in nutrient density. Building lifelong eating habits can be made easier for students by encouraging whole grains, fruits and vegetables, lean proteins, and lower-fat types of dairy.<sup>2</sup> One exemption per school during each academic year will be allowed. An exemption **must be applied for through Arizona Department of Education (ADE) and granted by DVUSD Food and Nutrition.**

There are absolutely no limits on fundraisers that promote positive health habits (those supporting physical activity and adhering to nutrition guidelines),

and the HFKA nutrition standards do not apply to food and beverages sold after school (30 minutes after school to midnight) or on weekends, off campus, or at events taking place at any of these times (plays, sporting events, etc.). Specifics on school fundraisers and nutrition guideline adherence can be found on the [USDA website for Smart Snacks](#). Additionally, the Alliance for a Healthier Generations website provides step by step instructions on [creating alternative fundraisers](#) that promote physical activity and nutrition guideline adherence.

## Types of Non-Food Fundraisers<sup>1</sup>

- Talent Show (charge admission)
- School “Yard” Sale (accept community and family donations)
- School Auction (accept community and family donations—classes or grade levels can make curriculum related theme baskets)
- Themed Festival (can align with grade level curriculum)
- Craft Fair or Art Show (sell student art—drawings, paintings, cards, jewelry and/or local artists)
- Book Fairs
- Desert Plant Sales
- Car Washes
- Cutest Pet Contests
- Local Business Contributions (ask community members to donate a certain portion of sales from a given date or time—students, families, and staff can volunteer to help the business on that day)
- Sell School/Promotional Items
- Karaoke Parties
- Holiday Decorations/Ornaments/Wrapping Paper Sales
- Singing/Musical Telegrams (choir and/or band can deliver telegrams for special occasions)
- Coin Drive (class or grade level competitions)
- Connect classrooms and donors at [www.donorschoose.org](http://www.donorschoose.org) and [www.adoptaclassroom.com](http://www.adoptaclassroom.com)
- Combine [Health Community Events](#) and fundraisers

## Activity-Based Fundraisers<sup>1</sup>

- Walk-, Run-, Bike-, Dance-, Skate-, Read-A-Thons
  - Fun Run Organizer - [Fun Run 101](#) (“don’t reinvent the wheel- save hours of time and hassle”)
  - Fun Run Organizer - [Boosterthon](#) (“profitable, fun, and hassle free elementary school fundraiser”)
- Field Day (include families too!)
- Dances
- Hula Hoop and Jump Rope Competitions
- Team Tournaments (Kickball, Volleyball, Softball, Basketball)
  - Staff vs. Students

## Fundraisers to Avoid (or Adjust)

- Candy, doughnut, and bake sales
- Coupons or gift cards for fast foods or unhealthy foods
- Label redemption programs – some food redemption programs are centered on products of poor nutritional quality

## Healthy and Active Fundraising Success from DVUSD

- **Desert Mountain School, Desert Hills, AZ** — This local school was able to raise itself \$11,000 by using a fun run company.
- **Desert Sage Elementary, Glendale, AZ** — Boosterthon, a full-service fun run company, was used by Desert Sage. It was a fun and profitable event for the school.
- **Diamond Canyon School, Anthem, AZ** — Extraordinary outcomes were achieved with fun run fundraisers. Diamond Canyon has raised \$7,000 per year by organizing their school fun runs. They have also used a fun run service and raised \$45,000 in two years.
- **Norterra Canyon School, Phoenix, AZ** — This school was able to raise money and have a great time by having a Boosterthon fun run.

- **Sierra Verde School, Glendale, AZ** — With a little help from Apex Fun Runs, Sierra Verde has been able to host fun, active fundraisers.
- **Terramar School, Peoria, AZ** — A fun run with Boosterthon yielded a great fitness and fundraising opportunity.

## Healthy and Active Fundraising Success Outside of DVUSD

- **Mount Airy – Parr’s Ridge PTA, Mount Airy, MD** — In 2011 the PTA held a No-Bake Sale, and asked their community to donate the same amount they would otherwise spend at a bake sale through an online donation platform. To promote the event, Parr’s Ridge PTA posted clever No-Bake Sale flyers and sent letters to parents. This fundraiser allowed schools to raise almost \$35,000 altogether, without selling calorie-dense baked goods.
- **Cherokee County Council PTA, GA** — Throughout the county, schools participated in a PJ Parade and donned pajamas, comfy slippers, and cozy robes for a good cause. The event was held to raise money for children’s and family centers in Cherokee County. Each student was able to partake in the PJ Parade dress code with a dollar donation, which went to the organizations in need. Cherokee County schools succeeded in raising about \$8,500... and they did it all in comfort!
- **Rogers Middle School, Long Beach, CA** — Teachers got to lace up and show off their athletic side during a Teacher Jog-A-Thon. To make things even more interesting, the teachers had the option of dressing up in costume or adding colorful accessories to their jogging outfits. The students were asked to sponsor their favorite instructors with donation pledges. The event was planned to last just 45 minutes. It began with an interactive stretch session, an 8 minute run, and ended with a prize giveaway. The Teacher Jog-A-Thon rose over \$16,000 making the event a victory for the whole school.
- **Royal Oaks Elementary, Sun Prairie, WI** — This ethnically and socioeconomically diverse school has under 500 students and has been

hosting fun runs to go above and beyond their fundraising goals. Since 2011, Royal Oaks Elementary has been able to raise \$18,500-\$30,000 per year from fun runs. They put the money raised back into their school by buying new playground equipment and student supplies.

- **Yelm High School, Yelm, WA** – Yelm Community Schools has raised over \$100,000 annually to offset unmet college financial needs for each year's graduating seniors. Every year the surrounding community, including other schools in the district, donate their time and goods to a year-end silent and live auction. In partnership with Scholarship America, this high school has built a truly remarkable fundraiser that annually supports its students.
  
- **Sunset Hills Elementary, Omaha, NE** — Healthy, active fundraisers have been a success at this 150-student school. They host a variety of fundraiser events, like carnivals, plant sales, art sales, and soup nights. PTO participation has been vital in their transition to new fundraiser ideas. Volunteers schedule their availability through a free online volunteer registration site (Sign Up Genius) so they can coordinate the events without paying for extra help.
  
- **Gilbert School District, Gilbert, AZ** — this district hired a fun run company that also includes character building lessons into the experience. Students collected pledge donations for each lap they ran on the day of the race. Using a \$20 minimum donation, they raised over \$30,000 during the event.
  
- **Monfort Elementary School, Greely, CO** — In April 2013, Monfort Elementary held its first indoor walk-a-thon to beat the weather. Students and staff had fun converting their school into a walking course, with music playing to make things even more exciting. The walk ended with a mini aerobics workout celebration. The school raised over \$5000 and used the money to buy fitness items and other school supplies. Prizes were given out to the class and students that raised the most money as well. The walk-a-thon was a very successful fundraiser.

## Fundraising Resource Companies<sup>3</sup>

- Bottled Water—Print custom logos on water bottles for resale
  - [Amanda Hills Spring Water Company](#)  
Phone: (800) 375-0885  
Fax: (740) 927-1856  
Website: [www.amandahills.com](http://www.amandahills.com)  
Address: P.O. Box 301  
9756 National Road, SW, Etna, Ohio 43018
  - [Premier Label Water Company](#)  
Phone: (888) 628-0798  
Website: [www.plwc.net](http://www.plwc.net)  
Email: [info@plwc.net](mailto:info@plwc.net)  
Address: 2799 E. Tropicana, Suite H456  
Las Vegas, NV 89121
- Scrip enrollments—gift cards in bulk at a discount to sell at a profit
  - [Great Lakes Scrip Center](#)  
Phone: (800) 727-4715  
Fax: (888) 865-9655  
Website: [www.glscrip.com](http://www.glscrip.com)  
Email: [glscmail@glscrip.com](mailto:glscmail@glscrip.com)
- Discount Cards—create discount cards of local businesses and sell for a flat rate
  - [Discount Card Fundraiser](#)  
Phone: (888) 293-9290  
Website: [www.thediscountcard.com](http://www.thediscountcard.com)  
Email: [info@thediscountcard.com](mailto:info@thediscountcard.com)  
Address: P.O. Box 2366  
Valdosta, GA 31604-2366
  - [Partners for Kids](#)  
Phone: (800) 681-1207  
Fax: (865) 984-7027  
Website: [www.partnersforkids.com](http://www.partnersforkids.com)  
Email: [gary@partnersforkids.com](mailto:gary@partnersforkids.com)  
Address: PO Box 27070, Knoxville, TN 37927
- Recycling-- recycle items for a cash return
  - [Cartridges for Kids](#)  
Phone: (800) 420-0235  
Fax: (970) 493-7250  
Website: [www.cartridgesforkids.com](http://www.cartridgesforkids.com)

Email: [contact@cartridgesforkids.com](mailto:contact@cartridgesforkids.com)  
Address: 315 Lincoln Court  
Fort Collins, CO 80524

- [Eco-Phones](#)  
Phone: (888) Eco-Phones or (888) 326-7466  
Website: [www.ecophones.com](http://www.ecophones.com)  
Email: [info@ecophones.com](mailto:info@ecophones.com)
- Gift Wrap –sell gift wrap at a profit
  - [Cherrydale Farms](#)  
Phone: (800) 570-6010  
Website: [www.cherrydale.com](http://www.cherrydale.com)  
Email: [info@cherrydale.com](mailto:info@cherrydale.com)  
Address: Allendale, PA
  - [Entertainment Publishing, Inc.](#)  
Phone: (877) 248-2273  
Fax: (248) 637-9792  
Website: [www.entertainment.com/fundraising/](http://www.entertainment.com/fundraising/)  
Address: 2125 Butterfield Road, Troy, MI 48084
- Auctions – earn funds by auctioning donated goods and services
  - [Auction Systems Software](#)  
Website: [www.auctionsystems.com](http://www.auctionsystems.com)  
Email: [info@auctionsystems.com](mailto:info@auctionsystems.com)
  - [Charity Auctions](#)  
Phone: (800) 345-0782  
Fax: (561) 626-4291  
Cell: (561) 906-0702  
Website: [www.charityauctionhelp.com](http://www.charityauctionhelp.com)  
Address: 11730 Stonehaven Way  
West Palm Beach, FL 33412
  - [National Auctioneers Association](#) –find an auctioneer  
Phone: (913) 541-8084  
Website: [www.auctioneers.org](http://www.auctioneers.org)  
Address: 8880 Ballentine  
Overland Park, KS 66214
- Candles—sell candles for fundraising
  - [Abby Candles Fundraising](#)



Phone: (800) 250-7723  
Website: <http://www.abbycandles.com/ahg/>  
Address: 301 S Butterfield Rd.  
Muncie, IN 47303

- Aromalight Candle Company  
Phone: (877) 542-3285  
Fax: (502) 969-3709  
Website: [www.aromalightcandles.com](http://www.aromalightcandles.com)  
Email: [info@aromalightcandles.com](mailto:info@aromalightcandles.com)  
Address: 908 Ulrich Avenue  
Louisville, KY 40219

➤ Miscellaneous

- Beary Thoughtful (Stuffed Bears)  
Phone: (866) 84-BEARS  
Fax: (508) 679-8288  
Website: [www.bearythoughtful.com](http://www.bearythoughtful.com)  
Address: P.O. Box 257, Tiverton, RI 02878
- B.G. Beads (Beads and Spirit-wear)  
Phone: (888) 276-6299  
Fax: (216) 382-1099  
Website: [www.bgbeads.com](http://www.bgbeads.com)  
Email: [debbie@bgbeads.com](mailto:debbie@bgbeads.com)  
Address: 3553 St. Albans Rd.  
Cleveland, OH 44121
- Original Works (Kid's art on products)  
Phone: (800) 421-0020  
Fax: (518) 584-9293  
Website: [www.originalworks.com](http://www.originalworks.com)  
Email: [owyhq@originalworks.com](mailto:owyhq@originalworks.com)  
Address: 54 Caldwell Road  
Stillwater, NY 12170
- Sherwood Forest Farms (Wreaths)  
Phone: (800) 767-7778  
Fax: (206) 545-7888  
Website: [www.sherwoodforestfarms.com](http://www.sherwoodforestfarms.com)  
Email: [sherwood@sherwoodforestfarms.com](mailto:sherwood@sherwoodforestfarms.com)  
Address: 1900 N. Northlake Way, Suite 135,  
Seattle, WA 98103

- Southern Charm (Throws, Tapestries, and Pillows)

Phone: (877) 312-1472

Fax: (864) 847-6012

Website: [www.southernchrm.com](http://www.southernchrm.com)

Address: P.O. Box 6244

Anderson, SC 29623-6244

- Scholastic Book Fairs

Phone: (407-829-7300)

Website: <http://www.scholastic.com/bookfairs/>

Email: <http://www.scholastic.com/bookfairs/contact/email.asp>

Address: 1080 Greenwood Boulevard

Lake Mary, Florida 32746

## References

1. Clockwork.net. Schools. Childhood Obesity Information. [https://www.healthiergeneration.org/take\\_action/schools/](https://www.healthiergeneration.org/take_action/schools/). Accessed July 18, 2018.
2. Smart Snacks in School: Fundraisers. Food and Nutrition Service. <https://www.fns.usda.gov/smart-snacks-school-fundraisers>. Accessed July 19, 2018.
3. Sweet Deals: School Fundraising can be Healthy and Profitable. Delay of Nutrition Facts Label a Blow to Public Health | Center for Science in the Public Interest. <https://cspinet.org/resource/sweet-deals-school-fundraising-can-be-healthy-and-profitable>. Accessed July 19, 2018.