

Healthy School Fundraising

Nutrition Tools for Schools

Fundraising to support school activities is common and important. You can help your students practice what they learn in the classroom about healthy eating and Canada's Food Guide by ensuring that your school fundraising activities are healthy.

Applying the School Food and Beverage Policy (P/PM 150) Nutrition Standards to fundraising

The Ministry of Education mandates that all food and beverages sold in schools meet nutrition standards outlined in the School Food and Beverage Policy (P/PM 150). The policy classifies food and beverages into three categories: Sell Most, Sell Less and Not Permitted for Sale.

P/PM 150 applies to food sold for fundraising on school property. The Ministry of Education and public health advise schools to choose fundraising activities that are unrelated to food or include food that meet the requirements of P/PM 150, even when they occur off school property. This reinforces healthy eating lessons taught in the classroom and supports the healthy eating efforts of families.

Nutrition Tools for Schools® (NTS) promotes the selection of food and beverages with Maximum Nutritional Value*. If your fundraising involves food, ensure the food fits within the Sell Most category **and** provides Maximum Nutritional Value. Use the Nutrition Tools for Schools® Nutrition Standards (revised 2010) when selecting foods to sell and apply these to **all** fundraising activities – both on and off school premises!



Nutrition Tools for Schools® is a program consisting of a Toolkit and public health support to help your school create a healthy nutrition environment.

- * Food and beverages with Maximum Nutritional Value meet or exceed P/PM 150 because they are:
 - Part of the four food groups in Canada's Food Guide
 - Higher in nutrients needed for optimal growth and development (eg, iron, vitamin D, calcium, vitamin C, vitamin A, protein, fibre)
 - Lower in unhealthy fats (ie, saturated fat and trans fat) and usually contain little or no added salt and sugars

Fundraising ideas... beyond food^{1,2}

- Profile your school! Sell items (eg, annual school calendars, travel mugs, pins, water bottles, key chains, pencils, t-shirts, hats, shoe laces) branded with your school logo
- Sell stationary/school supplies bought in bulk at a reduced cost
- Enlist teachers to do silly activities (eg, principal waxes his legs)
- Promote literacy with book fairs
- Run auctions, garage sales or penny sales
- Host a silent auction. Feature donated products from local businesses (eg, round of golf, haircut, gift basket, car safety check-up, horseback riding lesson, manicure)
- Sell raffle tickets for a gift basket or certificate donated by a local business
- Partner with a nursery to sell flower baskets and/or bedding plants
- Make and sell bracelets for special days (eg, Valentine's Day, Mother's Day)
- Plan a flea market or sports equipment sale
- Charge a small admission fee to a school dance
- Organize a teachers versus students sports game (eg, hockey, volleyball, badminton or basketball game/tournament) and charge a small admission fee
- Hold fun theme days where students pay to dress up in their pajamas or wear their hair crazy
- Hold a car wash to promote school spirit and physical activity
- Raffle off theme gift baskets (eg, Italian with a recipe and ingredients for a dinner for four, Italian music, and a red checker tablecloth)
- Sell magazines or gift wrap. Ask companies for catalogues that only include non-food items or Sell Most food and beverages with Maximum Nutritional Value
- Save the environment. Sell flowers or hanging baskets, reusable lunch or shopping bags with your school logo, vegetable or flower seeds, bulbs, etc. Sell egg carton herb gardens – started in the classroom as part of a science lesson



It makes ¢ents

Schools have many options for healthy fundraising that are easy to implement and profitable. Experience shows that they can make just as much or even more money from selling healthy food and non-food items as they did selling junk food.

Center for Science in the Public Interest (CSPI), 2007

¹ Healthy Fundraising for Schools. DASH BC. <http://www.dashbc.org/upload/Healthy%20Fundraising%20For%20Schools.pdf>

² Sweet Deals: School Fundraising Can Be Healthy and Profitable. Center for Science in the Public Interest (CSPI). 2007 <http://www.cspinet.org/schoolfundraising.pdf>

Fundraising tips

- Form a fundraising team to share the workload. Make it fun and serve healthy snacks to role model your commitment to healthy eating
- Promote quality products (eg, oranges that are in season)
- Visit www.canadianfundraising.com for company contact information and ideas.
Note: Not all examples will be appropriate (eg, candy, chocolates)
- Link promotion of your fundraiser to the school curriculum. Have students develop a marketing plan using posters, ads, newsletters, etc. to advertise your activity
- Offer competitive prices (ie, good value to the customer but still make a profit)
- Offer samples of products to view and, if possible, to taste
- Take pictures of the event to use in future publicity. Post graphs showing money raised over time on the school bulletin board
- Keep your community motivated and involved in your fundraising; advertise well in advance and in the school newsletter, local newspaper, community centre, and on signs outside your school

Rethink the bake sale!

Some school boards discourage bake sales in response to allergy and food safety concerns. If this is the case, hold a 'no bake sale' fundraiser. Donate the amount of money to the school that you would otherwise spend at a bake sale without buying any baked goods. Parents may thank you!

If you decide to host a bake sale, aim for more nutritious choices to reinforce the classroom healthy eating lessons. Prepare recipes that use ingredients with Maximum Nutritional Value such as whole grain flour and fruit. For more information and recipes that meet the P/PM 150 Sell Most criteria, download 'Bake It Up! Tasty treats for healthier school bake sales' – a resource produced by the Nutrition Resource Centre available at <http://www.eatrightontario.ca/en/Resources.aspx>.



Food safety is a must!

P/PM 150 requires that food and beverages be prepared, served, and stored in accordance with Regulation 562, 'Food Premises, as amended under the Health Protection and Promotion Act. Contact a public health inspector prior to organizing an event that involves food to receive guidance regarding the types of foods that may be served safely, food safety information, permits you may need and food handler training required.

'Ontario Society of Nutrition Professionals in Public Health School Nutrition Workgroup. 2004 Call to Action: Creating a Healthy School Nutrition Environment.

Banana Berry Smoothies for the whole school!

These smoothies are fast and easy for students to make. Ask a few parents to bring in blenders and assist with setting up an assembly line for Smoothie production. Have students prepare posters advertising the Smoothie sale and the healthy benefits. Share the recipe with families in the next school newsletter.

Ready in: 10 minutes

Servings: 4 – 1/2 cup (125 mL) servings

- 1 banana - ripe
- 1 cup (250 mL) fresh or frozen berries
- 1 cup (250 mL) milk (2% MF) or fortified soy beverage.
- 1 cup (175 mL) lower fat vanilla yogurt (2% MF)

In a blender, blend fruit with a small amount of the milk. Add remaining milk and yogurt; blend until smooth. If smoothie is too thick, add extra milk or soy beverage for desired consistency. Enjoy!



Success to share

Gravenhurst Public School (GPS) is very focused on healthy fundraising but still wants to make the profit that they did from chocolate bar sales. One of their ideas that proved to be successful was selling Norcard Greeting Cards and Calendars. The school received 50% of sales. GPS made over \$5000 using this fundraiser. They sold Christmas cards in the fall and this year plan to sell the calendars. They found the company reliable and it was easy to make a profit.

Submitted by Mary Ellen Deane, Public Health Dietitian, Simcoe Muskoka District Health Unit, 2006

Together we can make the healthy choice the easy choice!

For more information about Nutrition Tools for Schools[®], P/PM 150, or healthy eating, please contact your local public health unit:



For information on healthy schools go to the Ministry of Education Healthy Schools website <http://www.edu.gov.on.ca/eng/teachers/healthyschools.html>.