



# FUNDRAISE WELL

# HEALTHY FUNDRAISING

Healthy food or non-food fundraisers enable schools to send consistent, positive health messages, reinforce classroom education and contribute to student health by supporting a healthy school environment as well as promoting healthy choices. Fundraisers that involve either healthy food choices or non-food items, such as hosting a walk-a-thon versus a candy sale, can yield significant fundraising revenue and build a sense of community. By engaging in Healthy Fundraising, schools can further their mission of creating environments with students who are prepared to learn.



## CPS Policy Requirements for Fundraising

The *CPS Healthy Snack and Beverage Policy* established guidance for CPS schools regarding school fundraisers:

- Schools should avoid food fundraisers and focus on non-food items.
- Schools may not sell food in competition with service of the National School Breakfast or National School Lunch Programs.
- Schools that have not adopted a Healthy Celebration and Fundraising Plan will be expected to ensure all foods sold to students as part of school fundraisers during the school day adhere to the Healthy Snack and Beverage Policy nutrition guidelines.
- Schools are expected to ensure all food sales on school grounds and during the school day comply with United States Department of Agriculture (USDA) and CPS nutrition guidelines.
- The USDA defines the school day as 12:00 am until 30 minutes after the last bell.

# BRIGHT IDEAS FOR HEALTHY FUNDRAISING

Healthy fundraisers can raise as much money as traditional food fundraisers while transforming the school into a healthier environment.

## Healthy Fundraising Ideas from CPS Schools

**Light Bulb Sale:** Sell light bulbs to parents as a fundraiser. Selling items that everyone needs is a brilliant idea! (K-12)

**Walk-a-thons and “fun runs”:** Promote physical activity by hosting walk-a-thons and 1-5Ks. Students can raise funds through sponsorship or the school can charge admission. (K-12)

**Bike Raffle:** Purchase a bike or have one donated, and sell tickets to raffle it off. (K-12)

**Flower/Plant Sale:** Sell plants that are in season for holidays, such as poinsettias for Christmas and other winter holidays or roses for Valentine’s Day. (K-12)

**Dress Down Day:** Encourage students to donate a small amount to wear jeans or to be out of uniform for a day. Some schools ask students to donate \$0.50 to dress down. (K-12)

**Book Fair:** Sell popular or donated used books. (K-12)

**School Dance and Dance-a-thons:** Many students have utilized dances as a fundraiser. This is a great way to promote physical activity within a safe environment. You can charge an entry fee for the School Dance or have students collect pledges or donations for the Dance-a-thon. (5-12)

**Healthy Movie or Game Night:** Invite families and students out to watch educational, popular movies or play board games and charge admission. (K-12)

**Staff versus Students Sporting Events:** Host a friendly competition between students and staff and charge admission. (K-12)

**Design T-shirts and Buttons:** Use a silk-screen or button maker to create printed t-shirts or buttons with your school logo. Have students design the print and promote items to their teachers, friends, and family. (K-12)

**Community Flea Market:** Have parents and the community sell items from their homes they may no longer need and all proceeds can go back to the school. (K-12)



RESOURCE

## Resources

More ideas for creative fundraising can be found at the following links:

[bit.ly/nyc-resources](https://bit.ly/nyc-resources)

[www.cspinet.org/schoolfundraising.pdf](http://www.cspinet.org/schoolfundraising.pdf)

[schools.healthiergeneration.org/\\_asset/r588vm/08-459\\_AlternativeFundraisingIdeas.pdf](https://schools.healthiergeneration.org/_asset/r588vm/08-459_AlternativeFundraisingIdeas.pdf)



BRIGHT  
IDEAS

## BRIGHT IDEAS FROM OTHER SCHOOL DISTRICTS

**Bracelet/Jewelry Sale:** Have students make jewelry and then sell it to raise funds for the school. (K-12)

**Sale of school-related promotional items:** Selling t-shirts, sweatshirts, pens, pencils, book covers, water bottles, and other items branded with the school logo can help build school spirit and raise funds. (K-12)

**Gift Wrap Sales:** Ask gift wrap companies for catalogs that do not include candy and other low-nutrition foods in addition to wrapping paper. (K-12)

**Singing Grams:** Have students create ‘singing grams’ to be delivered to a teacher or other students. Members of the school choir or music class perform a short skit or jingle for the recipient. (K-12)

**Recycling fundraisers:** Recycling companies purchase used items, such as clothing, printer cartridges, and cell phones, from schools. (K-12)

**Grocery Store Fundraisers:** Grocery stores give a percentage of community members’ purchases to a designated local school. (K-12)

**Auctions:** Can be very profitable, though also labor intensive, and ideally include several big-ticket items donated by local businesses. (K-12)

**Battle of the Bands:** Student bands compete for title of Best Band based on audience applause. Charge a cover for audience members to watch and to participate in judging.

For more information about healthy fundraising please contact [studentwellness@cps.edu](mailto:studentwellness@cps.edu) and visit [learnwellcps.org](http://learnwellcps.org).

# WRITING A HEALTHY CELEBRATIONS AND FUNDRAISING PLAN

**Schools must either adopt a Healthy Celebrations and Fundraising Plan or they will be expected to adhere to the CPS District Healthy Celebrations and Fundraising Plan, which can be found at the end of this section.**

## 1. Start with a reason for the plan.

For example: The Neighborhood School supports lifelong healthy eating habits for all students and staff. We are committed to providing a healthy environment for students to learn and play. Beginning September 1, 2013, the following plan will take effect to ensure that students have the opportunity to learn in a healthy school environment.

## 2. Define celebrations and fundraisers.

This is important to define so school staff are clear as to which events and activities this plan applies. If there are exceptions to the plan be sure to list them here. The *CPS Healthy Snack and Beverage Policy* uses the following definitions:

**Celebrations:** Special events or activities occurring at school, convened in a classroom or elsewhere at school as part of a festivity or ceremony or as part of a before, during or after school activity.

**Fundraiser:** Any activity, event or sale to raise funds by or for a school occurring on school grounds whether before, during or after school hours including any direct sales activity by students on school grounds.

## 3. Define permitted activity.

Using the list of celebrations and fundraisers identified on the [Healthy Celebrations and Healthy Fundraising Planning tool](#), describe what is permitted for each. Be sure to include clear expectations for the following:

### Fundraisers

- Any fundraiser where students are involved in the direct sales of foods or beverages
- School events provided for students that include food sales, like school carnivals, festivals or fairs
- School stores or other venues that sell food to students during the school day

### Celebrations

- Holiday parties
- Birthday celebrations
- Classroom and school-time rewards
- Out of school time events
- School events, festivals, etc.

#### 4. Provide next steps.

Provide a clear list of steps that will be taken in order to mobilize the plan in the school.

For example:

- Send a letter home to parents/guardians from the principal that explains the new Healthy Celebrations and Fundraising Plan and offers resources to help everyone adhere to the plan.
- Provide a presentation to teachers regarding the new plan at an upcoming staff meeting.
- Distribute a list of Healthy Celebration and Fundraising ideas to teachers, coaches, and club leaders.
- Inform parent volunteers of the new plan and engage in alternative ideas for planning annual celebrations and fundraisers.
- Assign a contact for questions

#### 5. Identify who will be leading the implementation of the Healthy Celebrations and Fundraising Plan.

- Clearly state what group or person will be responsible for questions and implementation of the plan.

#### 6. Review Healthy Celebrations and Fundraising Plan annually.



FYI

#### Important things to keep in mind while developing the Healthy Celebrations and Fundraising Plan:

- **Keep it short and concise.**
- **Keep in mind which celebrations and fundraisers are priorities for the school and set realistic expectations accordingly. For example, if classroom birthdays are especially important, think about immediate actions the school can take to make them healthier, not eliminate them altogether.**
- **Include stakeholders beyond the School Wellness Team, such as your School Principal, student groups (like the student council), parent organizations and the Local School Council (LSC) in getting support for and developing the plan. The more voices engaged in the process, the more effective the plan will be in practice!**
- **Seek the LSC's support and approval of the plan. The LSC approves receipts and expenditures for internal accounts which include vending machine sales and fundraising activities for non-school organizations.**
- **Each school's individual plan must adhere to the district's *Food Allergy Policy* ([bit.ly/cps-allergy-policy](http://bit.ly/cps-allergy-policy)) and the restriction on home-baked/prepared foods.**



# CPS HEALTHY CELEBRATIONS AND FUNDRAISING PLAN

## Chicago Public Schools Healthy Celebrations & Fundraising Plan

Chicago Public Schools (CPS) supports lifelong healthy eating habits for all students and staff. We are committed to providing a healthy environment for students to learn and play. Beginning September 1, 2013, the following plan will take effect to ensure that students have the opportunity to learn in a healthy school environment and that our school aligns with the CPS Healthy Snack and Beverage Policy.

School rewards and celebrations are defined as:

- Celebrations: Special events or activities occurring at school, convened in a classroom or elsewhere at school as part of a festivity or ceremony or as part of a before, during or after school activity.
- Fundraiser: Any activity, event or sale to raise funds by or for a school occurring on school grounds whether before, during or after school hours including any direct sales activity by students on school grounds.

### Holiday Parties

Parties will consist of primarily non-food centered activities. Food provided for celebrations may not be served at the same time as school meal service. Healthy snacks and beverages will be provided by teaching staff, parents and caretakers for the annual Halloween and end of the year classroom parties. During class parties healthy beverages including water and 100% juices that meet the nutrition requirements of the CPS Healthy Snack and Beverages Policy. Sugar-sweetened beverages such as Sunny D, Capri Sun, Gatorade and other sports drinks will not be provided. Candies and baked goods may not be served. Teachers, parents and caretakers will ensure that snacks served to students during student parties are wholesome and are on the approved list of snacks made available by the School Wellness Team.

### Birthday Celebrations

Parents & caretakers are encouraged to focus on fun rather than food for birthday celebrations. Sugar-sweetened beverages, cakes, cookies, and ice cream may not be served as part of class birthday parties. Parents/guardians and teachers should use non-food treats like stickers and pencils or allow students special birthday privileges instead of serving foods and beverages high in sugar, sodium and fat.

### Direct Food Sales by Students

Fundraisers that sell unhealthy foods for student to eat during the school day are not permitted during the school day (12:00 am to 30 minutes after dismissal).

School clubs, teams and programs are discouraged to raise funds by asking students to participate in the direct sale of unhealthy food by students. This includes the sale of junk foods like baked goods, frozen pizza and cookie dough. Instead consider raising funds by selling wrapping paper and candles to generate revenue for school programs.

### School Store and Food Sales during the School Day

According to United States Department of Agriculture policy, the school store must not operate in competition to the school lunch or breakfast. Additionally, the school store may not sell candy and other snacks of minimal nutritional value to students during the school day (defined as 12:00 am to 30 minutes after dismissal). Teachers may not sell snacks high in sugar, salt and fat to students to raise funds for school programs, projects or clubs. Instead, the school store will make available for sale school supplies and other non-food items.

**Food at School Events**

With the exception of concession stands at sporting and concert events, foods of minimal nutritional value will not be sold to students and their families during school events in order to raise funds for school purposes.

**Action Steps**

Carrying out the school's Healthy Celebration and Fundraising Plan is the responsibility of our entire community of staff, students, parents and caretakers. To that end the following steps will be taken to support our commitment to the health and wellness of our students.

1. Annual Letter to Parents School principal and/or administration will send home an annual letter to parents and guardians explaining the Healthy Celebrations and Fundraising Plan, accompanied with a list of approved fundraisers and items for celebrations.
2. Resource Lists Comprehensive lists of healthy snacks and healthy fundraising ideas will be made available annually to teachers, coaches, student and parent groups.

**Leadership**

The Wellness Champion, School Wellness Team and principal will be leading the implementation of this plan. The plan will be reviewed annually for updates.



# SAMPLE PARENT LETTER

*Below is a sample letter to parents from the principal regarding celebrations and fundraisers. Attach the Healthy Snacks List in the DineWELL section as a resource for parents.*

Dear Chicago Public Schools Parents and Guardians,

{School Name} understands the important link between health and academic performance. In addition to the hard work our teachers and staff do every day to prepare students for success in the classroom, we are working to encourage healthy eating and physical activity. By starting these healthy habits early in life, we can help reduce our children's health risks and increase their chances for longer, healthier lives.

To ensure all students have a healthy school environment in which to learn and play, CPS established LearnWELL: an initiative to support all schools in achieving the criteria of the district's wellness policies. These policies include guidelines for recess, physical education, nutrition education, physical activity, and all foods available on school grounds. Please review the following summary of the CPS Healthy Snack & Beverage Policy.

## **Fundraisers:**

- Foods may not be served or sold on school grounds at ANY TIME during the scheduled meal times of the National School Breakfast and Lunch Programs, including food sold for fundraisers, in vending machines, or school stores. Meal times refer to the span of time that all grades are scheduled to eat lunch or breakfast.
- Only foods that meet nutritional criteria can be offered on school grounds during the school day. The school day is defined as 12:00am to 30 minutes after final dismissal.

## **Celebrations:**

- The Healthy Snack and Beverage Policy requires that schools adopt local school celebration guidelines. If guidelines are not established schools will default to providing foods and beverages of minimal nutritional value only twice per year. The two celebrations must be approved and documented by the Office of Student Health and Wellness (OSHW).
- Schools should celebrate student achievements, holidays, and birthdays by focusing on fun rather than food
- Student birthday celebration treats should be non-food items (i.e. pencils, stickers, erasers)
- Foods cannot be homemade and must be purchased with an ingredient label and provided in sealed container(s)

## **Rewards:**

- Teachers and staff should not use food as a reward. Food may not be withheld from any student for any reason.
- In the case of student detention, students must be allowed go through the dining center service line and select a meal.

## **Parents/guardians should:**

- Honor their child's birthday by sending non-food treats such as stickers or pencils
- Ensure all food sent to school for birthday celebrations promote healthy food choices (see the list of healthy snack ideas attached to this letter).
- Ask your child's teacher what non-food or healthy rewards/incentives they are utilizing in the classroom. (Art parties, dance parties, etc.)
- Become involved in planning school holiday parties that include games, crafts and healthy foods and beverages.
- Participate in brainstorming ideas for healthy, non-food focused fundraisers for the school.

We encourage your support of this plan and attached to this letter you will find the CPS Approved Snack List. These items meet CPS nutrition guidelines and will promote healthy eating among our students. As educators, caregivers and loved ones we all want the best for our students. Thank you for joining us in giving students healthy opportunities to celebrate important events and achievements.

**In health,**

**{Principal Name}**