

## Success Stories

Get ideas from these successful fundraising stories from Team Nutrition Grantees and HealthierUS School Challenge schools.

### The Sparkle Run at Crocker Elementary in Iowa raised over \$25,000!

The Parent Teacher Organization at Crocker Elementary, Ankeny Community School District in Ankeny, Iowa, coordinated its first ever 5K run/walk with a Kids Fun Run. The “Sparkle Run” was held in memory of Erin Moomey, a student of Crocker Elementary who lost her battle with cancer in 2013 at the age of 11. All proceeds from the event went towards a new playground at Blank Children’s Hospital, something that Erin always wanted to make happen. The PTO raised over \$25,000 through race registrations and silent auction donations. Due to the success of the 5K, the PTO is planning to hold one each year.



### The Read-a-Thon fundraiser at North Trail Elementary in Minnesota raised over \$10,000!

Reading, one of the basic elements of a good education, can also be an engaging fundraising opportunity. North Trail

Elementary School, Independent School District 192 in Farmington, Minnesota, with a student enrollment of approximately 600, coupled its annual Read-a-Thon with a fundraiser that generated over \$10,000. In the 10 days leading up to the Read-a-Thon, students asked for pledges -- motivated by the incentive that the two students who brought the most pledges would get to be “principal for the day.” Donors were motivated by knowing that all of the funds would help keep the school library open during the summer months and stock the library with new nonfiction, reference, and autobiographical books for students to use.

### Tyler Consolidated High School in Tyler County, West Virginia, raised \$5,000!

Tyler Consolidated High School holds a Future Farmers of America (FFA) chapter fundraiser every year. During the Christmas/December fundraiser, the FFA chapter sells boxes of fruit, as well as fruit baskets. This fundraiser typically gives the FFA a profit of \$5,000, which is a huge success since the school is located in a small county. In February, the FFA chapter, along with a community volunteer, conducts a Strawberry Sale and it typically earns each club a profit of \$1,000-\$1,500. The school nutrition director supports the fundraiser by purchasing boxes of fruit such as apples, oranges, and pears, and then strawberries in February, which serve as a wonderful supplement to the school meal program.



### Milton Elementary School in Milton, Delaware, raised \$700!



Each year at Milton Elementary, there is an annual fundraising event to raise money for the local Relay for Life (American Cancer Society). During the Hat Day event at the school, students bring in their favorite hat and purchase a special tag for \$1 which is placed on the hat. The tag gives the student permission to wear the hat for the entire day. Some students donate extra money and buy tags for others. The display of unique hats that the students wear makes this a special fundraiser. With over 500 students, Milton Elementary School raises between \$600 and \$700 each year!

WHAT ARE YOU  
WAITING FOR ?



Step Outside of the Box  
and Make Your Fundraisers  
Healthy Today!



Best  
Practices  
for  
Healthy  
School  
Fundraisers

Resources and Ideas to  
Make Your Next Fundraiser  
Healthy and Successful

## Be a Healthy School Fundraiser Champion!

Fundraisers can help your school earn extra money for different activities, events, and equipment that keep students excited and engaged. Just like any other school activity, if your school chooses to do fundraisers, they should communicate the same messages that support the goals of a healthy school environment while still earning money. Make it a priority to plan “healthy” fundraisers that sell nonfood items or foods that meet the Smart Snacks nutrition standards. Healthy fundraisers can be practical and profitable for your school!



## Smart Snacks in Schools Make Healthy Choices Easier!

All foods and beverages available for sale to students in schools are required to include more whole grains, low-fat dairy, fruits, vegetables, and leaner proteins. Food items sold during the school day are also lower in saturated fat, added sugar, and sodium and provide more of the nutrients kids need. As a supporter of healthy fundraising, you help make sure that food fundraisers meet the Smart Snacks nutrition standards.

### NOTE

All foods sold during the school day must be checked to ensure they meet the Smart Snacks nutrition standards. The Alliance for a Healthier Generation’s *Smart Snacks Product Calculator and Product Navigator* can help you determine whether or not a product meets the Smart Snacks nutrition standards. [https://www.healthiergeneration.org/live\\_healthier/eat\\_healthier/](https://www.healthiergeneration.org/live_healthier/eat_healthier/)

## Do All Food Fundraisers Have To Meet Smart Snack Requirements?

States may exempt infrequent food fundraisers from the Smart Snacks nutrition standards. The number of exempt fundraisers is determined by State agencies, so make sure your district’s fundraisers and events are consistent with your State’s policy. Regardless of whether your State has fundraiser exemptions or not, it is important to know:

- ▶ There are no limits on the number of fundraisers that sell nonfood items.
- ▶ There are no limits on food and beverage fundraisers held **during the school day** if such fundraisers include only foods and/or beverages that meet the Smart Snacks nutrition standards.
- ▶ Fundraisers that occur **after school hours** (30 minutes after the end of the instructional day) may sell foods and beverages that do not meet the Smart Snacks nutrition standards.



## Fundraising Ideas

There are many creative ways to make your fundraisers healthier. Work with your school nutrition service, teachers, coaches, parents, local businesses, local chefs, dietitians, local college/university students, and community volunteers to plan and organize great and profitable fundraising events.

- ▶ The *Team Nutrition Popular Events Idea Booklet* has many ideas for events, activities, and fundraisers, as well as an events calendar. <http://www.fns.usda.gov/team-nutrition-popular-events-idea-booklet>
- ▶ Need some healthy fundraising ideas? Check out this link to get your school going: <http://healthymeals.nal.usda.gov/healthyfundraising>
- ▶ *Smart Snacks in School: Fundraisers* highlights the important things you need to know about Smart Snacks and Fundraising. [http://www.fns.usda.gov/sites/default/files/allfoods\\_fundraisers.pdf](http://www.fns.usda.gov/sites/default/files/allfoods_fundraisers.pdf)
- ▶ Our partner, The Alliance for a Healthier Generation, has fundraising resources to help raise money and bring in local support. [https://schools.healthiergeneration.org/focus\\_areas/snacks\\_and\\_beverages/fundraisers/](https://schools.healthiergeneration.org/focus_areas/snacks_and_beverages/fundraisers/)