A Roadmap for
Healthy Fundraising
in Louisiana Schools
Acknowledgements

This toolkit was prepared through a partnership with the Louisiana Department of Health (LDH), Office of Public Health (OPH), Bureau of Chronic Disease Prevention and Health Promotion (BCDPHP) and Louisiana Public Health Institute (LPHI), Family Health Portfolio made possible by funding from the Centers for Disease Control and Prevention (CDC).

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The Healthy Hunger-Free Kids Act of 2010 allowed the United States Department of Agriculture (USDA) to set nutrition guidelines for all food and beverages sold outside the school meal programs, on the school campus, during the school day. These resulting guidelines, known as *Smart Snacks in Schools*, apply to food sold a la carte, in vending machines, school stores, snack bars, concession stands and through fundraisers. Smart Snacks went into effect during the 2014-2015 school year. Louisiana has had similar guidelines for food and beverages in place since 2005. *A Roadmap for Healthy Fundraising in Louisiana Schools* is designed to help Louisiana schools meet both the Louisiana and Smart Snacks guidelines for fundraising and provide practical examples of healthy fundraisers that continue to bring in revenue.

**Healthy Fundraising: Louisiana vs. USDA Guidelines**

- **LA State Standards**
  - Only sell food as a fundraiser if the item is meant to be consumed off-campus
  - LA has NO current exemptions for food fundraisers that don't meet the guidelines

- **USDA Standards**
  - NO restrictions on non-food fundraisers
  - Food fundraisers sold in school must meet nutrition guidelines
  - States can set exemptions for food fundraisers that don't meet the guidelines

These items do NOT have to meet any nutritional guidelines.
Steps to a Healthy Fundraiser

Healthy fundraising must be a school-wide commitment in order to make it a reality. Engage your school community in three ways:

1. **Update your local school wellness policy**

   When it comes to healthy fundraising, it is important to have buy-in from administrators, staff and parents. One way to encourage buy-in and get support from stakeholders is to incorporate fundraising policies into existing or updated local school wellness policies. You can solicit feedback through any of the following venues:
   - Staff meetings and Professional Development/In-Service
   - School Health Advisory Council
   - Parent-Teacher Organizations
   - Parent’s Nights, Open Houses and Community Meetings

   For examples please see [A Roadmap for Healthy Fundraising in Louisiana Schools, Sample Policy Language](#).

2. **Get feedback and ideas from your School Health Advisory Council**

   A School Health Advisory Council (SHAC)- sometimes referred to as a Wellness Council— is a committee that leads, coordinates and implements school health programs. SHACs are a great resource to help districts develop and update their local school wellness policy. They can also share and communicate the work that your school is doing to improve the health of the school community. SHACs can include parents, students, teachers, school board members, administrators, school health professionals, nutrition representatives and members of the general public. The SHAC works to:
   - Assess school strengths and weaknesses and create a plan for a healthier school environment
   - Provide feedback to school leaders related to health and wellness
   - Serve as a communication liaison between the school, community and home
   - Commit to school health improvement

**Did you know?**

Local school wellness policies are another important piece of the Healthy, Hunger-Free Kids Act (2010). All school districts participating in the National School Lunch or National School Breakfast Program are required to have a district-level policy that addresses nutrition and physical activity. (See USDA Local School Wellness Policy in Additional Resources).
SHACs can be a great resource for fundraising efforts, by ensuring policy language around fundraising is included in the local school wellness policy and coordinating or assisting with healthy fundraising efforts.

Barkdoll Faulk Elementary Wellness Council

3. Communicate changes and successes to your community

Make sure parents, teachers, staff and students know the changes to the policy. Share alternatives with school groups and other fundraising organizations that work in your school. Celebrate any successes with healthy fundraising efforts. You can spread the word through:

- Handbooks
- Email announcements
- Newsletters
- Memos
- Student newspaper
- Websites and social media accounts
- Orientation
- Open House Nights

What’s Happening in Louisiana

In spring of 2016, sixteen schools from across the state participated in a fundraising assessment. The participating schools included traditional public schools, charter schools and private schools. Key findings from the assessment showed that schools are already using healthy fundraising in different and creative ways. Below are the top five take-aways from the assessment:

- The top fundraiser types were food sales or dress code/clothing.
- Schools used funds to purchase school wide administrative supplies and equipment.
- Few schools had a written healthy fundraising policy.
- Principals were the primary decision makers or approvers for fundraising.
- Fundraising efforts were led by school leaders, teachers, club sponsors and/or parent-teacher organizations.
Louisiana schools were asked to share their successful experiences with healthy fundraising. Their success stories reflect a wide-range of creative activities and fundraisers that were brand new to the school or tried-and-true annual events. If you have an example of a healthy fundraiser that you’d like to share, please see A Roadmap for Healthy Fundraising in Louisiana Schools, Success Story Template and send in your success story to wellahead@la.gov

Fundraisers can be active experiences with a little creativity and organization. From sporting events to walks and races, to car washes and yard work, fundraisers can be opportunities to explore ways to get physical, get out into the community and raise money for schools. Below are two great examples of schools in Louisiana that took on the challenge of getting active with their fundraisers.

**Second Annual 5K Race**

Shreve Island Elementary’s Parent-Teacher Association (PTA) organized a 5K race raising $6,154. With just four organizers they planned for approximately four hours and promoted the event for three weeks. They were able to register just over 130 runners for this one day event.

**Keys to Success:**

- Promote the event for three or more weeks
- Partner with local companies and sponsors to help with planning and funding
- Get community buy-in and support – make sure the school community is excited!

**Challenges:**

- Working with community leaders to coordinate the running routes around the campus
- Introducing a new fundraiser to the school

**Solutions:**

- Pay an upfront fee to a local company to help the school set up the race

“**We should do more fundraisers like this!”**—

Shreve Island Elementary Parent / Participant
Office staff at Alma Redwine Elementary organized a community golf tournament for the first time. With the four staff members planning four months in advance they were able to raise $3,000 by registering 40 players for this one day tournament.

**Keys to Success:**
- Be persistent
- Do the research beforehand
- Be open to suggestions

**Challenges:**
- Trying something new
- Working with the community members outside of the typical school environment

**Solutions:**
- Reach out to local golf pros and getting other community members involved
- Garner administrators’ support for fundraising efforts
- Work with the community for promotion opportunities

**Other Physical Activity Ideas:**
- “30 Minute Fun Run” or Walk-a-thon— Students ask for donations per lap and run as many as they can in 30 minutes
- Teachers vs. Parent Basketball Game— tickets are sold to see teachers and parents pitted against each other in a basketball game
- Team Sports Tournament— host a sports tournament open to students, families and the community. Charge an entrance fee for teams to enter and for people to attend the event
- Car Wash— host a community car wash for donations
- Yard Work— offer to rake yards at a bargain rate
Many schools offer snacks for purchase through bars and carts and it’s easier than ever to stock them with healthy food items. Fun messaging, bright colors and a good display can go a long way to make healthy options more appealing. Below are three Louisiana schools that chose to make the switch to healthy food sales.

**By the numbers:**

**Healthy Snack Cart**

*Schoolwide effort*

*3 months of planning*

*$4,018.62 raised*

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**Healthy Snack Cart**

Barkdull Faulk Elementary Wellness Council replaced sugary snacks sold at afternoon recess with healthy nutritious snacks to support general school needs. This was a schoolwide effort that took about three months to plan and continued throughout the 2015-2016 school year raising $4,018.62 in profit for the school.

**Keys to Success:**

- Good communication
- Form a team of like-minded people all working towards the same goal
- Share and celebrate the results of healthy fundraising, like better classroom behavior and more attentiveness in class

**Challenges:**

- Trying something new for the first time
- Resistance from staff members, students, and the community

**Solutions:**

- Form a Wellness Council that meets regularly
- Inform people of the changes ahead of time
- Work together to implement the new program
- Ensure support of the school faculty, school food services, the school board and parents

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*Barkdull Faulk Elementary Snack Cart*
At Bishop Noland Episcopal Day School, the whole school participates in bi-weekly Farmer’s Market in the community. Each grade (PK4 – 8th) sells produce from the school garden on the first and third Tuesday of each month throughout the school year. The principal and curriculum manager are the lead organizers for this fundraiser. Prep time is needed for start-up each year and planting the garden. Prior to each farmer’s market, organizers worked for three hours to set-up. For the 2015-2016 school year the school raised $1,889.25.

Keys to Success:
• Gain support from the administration and parents
• Communicate the value of the farmer’s market to others

• Educate the school faculty on how the market benefits students. For example, students did the accounting for the market with the help of the business manager and completed a reflection on their experience

• Build relationships with the owner of the farmer’s market. The owners love the days when the school sold items because it brings lots of parents, who in turn buy from other vendors

Challenges:
• Time constraints for teachers around taking care of the garden and participating in an “extra” project

Solutions:
• Share responsibilities among classes. Each class was only required to lead one sale per year

• Two administrative staff members support every sale, so set up and pick up of the fundraiser was easy

• Forge relationships with community members to support the initiative, including the local nursery and master gardeners

Bishop Noland Episcopal Day School students at the Farmer’s Market
Fruit Stand

Shreve Island Elementary’s Special Education Class began selling fresh fruit and healthy snacks 1-2 times a month, to support community outings for the class. With fourteen students and one teacher the class was able to raise $2,500 in revenue. It takes about one week to organize each fruit stand. Orders were placed on Monday, and picked up on Thursday. The majority of the organizing time was spent on set up the day of the fundraiser.

Keys to Success:

- Focus on presentation! Table displays were appealing and colorful. The prices of items were marked and the fruit was displayed in baskets.
- Involve students in washing the fruit, setting the display tables up and selling the fruit
- Involve parents. Parents were on board and loved the healthy options. The school mascot also helped to promote the healthy fundraiser.

By the numbers:

Fruit Stand
14 Student organizers
1 Teacher
1 Week of planning for each event
$2,500 raised

Challenges:

- Creating buy-in for selling healthy alternatives

Solutions:

- Add healthy snacks besides just fruit. Giving students more options boosted sales
- Involve teachers who are engaged and interested. The Physical Education teacher was very helpful, offering advice and assistance
- Get the school administration on board
- Work with the local supermarket chain to donate fruit and provide discounted prices for the remainder of the year

Other Healthy Food Ideas:

- School Cookbook – staff provide healthy recipes while students provide the art work
- Taste of Your Town – host an event where local chefs donate healthy dishes or where a local chef donates his/her time to give healthy cooking classes
- Plant Sale – sell herbs and seeds for fruits and vegetables, perennial or annual blooms; sell poinsettias during the holidays and flowers for Valentine’s day

“I really enjoyed the healthy options” - 4th grader
Fundraisers that show school pride are a win-win! School pride fundraisers allow students, parents and community members to show off their school spirit in creative ways without emphasizing unhealthy food. Below is an example of one Louisiana school that found success with a school pride fundraiser.

**Cougar Pride Bracelets**

Grant Junior High School Athletic Department purchased and sold rubber/silicone bracelets to support general school needs. The Athletic Director was able to organize this fundraiser in one week. In just three weeks of sales the school was able to raise $1000. Bracelets were in the school colors and had *Cougar Pride* written on them.

**Keys to Success:**

- Get “buy in” about what is being sold. If participants are excited about selling, people will be excited about buying.
- Sell a tangible item that students are happy to have and that they can keep

**Challenges:**

- Trying a new fundraiser that did not guarantee the profits that past food fundraisers gave the school

**Solutions:**

- Garner the support of administrators and teachers, who purchased many of the bracelets to give as rewards in their classrooms
- Purchase bracelets that were low cost and affordable for students ($2.00/bracelet), which was comparable to food items previously sold

“**I loved this fundraiser, it allowed us to show our school pride!”** – Student

*Grant Jr. High student wearing her cougar Pride bracelet*
Other School Pride Ideas

- Jean Days – students can pay $1 to wear jeans on certain days of the year (best for schools with uniforms)
- Destroy the Dress Code – students can pay to wear crazy outfits and “destroy the dress code” at the end of each nine weeks
- Sell school spirit supplies- t-shirts, headbands, socks, school supplies, bumper stickers and car magnets, plastic cups, noise makers and megaphones, etc.
- Auction – teachers auction off “experiences” (ex: lunch and a movie) for students and parents
- Parents' Day/Night Out – provide childcare and activities for kids so parents can holiday shop or have an evening out
- Seat cushions for sporting events – sell cushions to put on the bleachers at sporting events. Sell advertisements for local businesses to be included on the cushions for $50-$100 to make additional money.
- Money Jars – have money jars available for students to make donations. The school administrative staff would count the money on a weekly basis and post the total. At set dollar increments, the principal, vice principal or teachers would have to do stunts, wear silly costumes, etc.
- Host a Craft Fair- local craft people can rent a booth for a fee. Students and staff can sell candles, buttons, pins, greeting cards, crafts and calendars. Raffle off gift baskets assembled by students, utilize a theme, like gardening, sports or arts and crafts (items for the baskets can be donated). Charge an entrance fee.

Additional Resources

**Louisiana Laws:**
- LA Act 286, School Health Advisory Councils (2009)

**Fundraising:**
- USDA Smart Snacks in School- Fundraisers
- USDA Team Nutrition Fundraising Resources
- Action for Healthy Kids- Louisiana
- Alliance for a Healthier Generation- Louisiana
- CDC Parents for Healthy Schools (parent engagement resources)

**School Wellness Policy and SHAC:**
- USDA Local School Wellness Policy
- CDC Local School Wellness Policy
- Alliance for a Healthier Generation Wellness Policies
- Alliance for a Healthier Generation- School Wellness Committee Toolkit

**Smart Snacks Guidelines:**
- Louisiana Guide to Smart Snacks
- Louisiana Fit Kids - Smart Snacks
- USDA Tools for Schools: Smart Snacks