

## FACT SHEET

# FUNDRAISING IN SCHOOLS

### What is Fundraising?

Fundraising in schools brings in additional funds to support extra activities such as athletics and student clubs and is done by students, parent groups, volunteer groups, booster clubs, or other community groups/organizations. Food fundraisers at schools occur in two ways:

- ❖ Foods are sold during the school day through vending machines, student stores, and/or snack bars.
- ❖ Foods are sold outside of the school day at home, at concession stands, or at special events at school.

This fact sheet focuses on food fundraising that is sold outside of the school day such as at concession stands, bake sales, or at home. See the Nutrition Standards fact sheet for more information on foods sold during the school day.

### What are the Challenges around Food Fundraising?

- ❖ Some fundraisers involve the sale of foods such as candy bars, cookie dough, or sodas. These foods are unhealthy and send mixed messages to the students as schools and parents also support activities that aim to keep students healthy and help them achieve academic success.
- ❖ Schools rely on fundraising to preserve programs such as band, athletics, and even to provide classroom supplies.

### What Are the Laws around Food Fundraising?

Some states, like California, have nutrition guidelines that must be followed for all foods and beverages sold on the school campus during the school day (see Nutrition Standards fact sheet for more information). Foods/beverages sold outside of the school day are not required to follow any nutrition standards by California law. However, some school districts have recognized the importance of healthy foods and have expanded the nutrition standards required for the school day to include all fundraisers.



### Additional Resources

*Sweet Deals: School Fundraising Can Be Healthy and Profitable,*

Center for Science in the Public Interest

This tool dispels a number of myths about the need to sell junk food in schools; provides contact information for companies that offer healthy fundraising options; and provides ideas for fundraisers that promote physical activity.

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

## FUNDRAISING IN SCHOOLS *continued*

### What Is the Ideal Fundraising Situation?

- ❖ Fundraisers use non-food items to raise money.
- ❖ Food fundraisers are limited to healthier food items.
- ❖ Local school wellness policies include language that addresses healthier fundraising.
- ❖ Fundraising activities promote health and physical activity (e.g., a jog- or bike-a-thon).

### What does Your LSWP say about Fundraising?

### What Can Parents Do?

- ❖ Advocate for non-food items, physical activity fundraisers (such as a jog-a-thon), or healthy food for fundraisers in your child's school.
- ❖ Identify what kinds of food fundraisers are used at the school.
- ❖ Identify who is involved with fundraising, including PTA, boosters, activities directors, teachers, student clubs, athletic programs, etc.
- ❖ Identify potential alternatives to food fundraisers that are proven to raise similar amounts of funds (see **Additional Resources**).
- ❖ Educate other parents, coaches, teachers, etc., about the negative consequences of unhealthy food fundraising and share ideas to eliminate the sale of foods and beverages to raise money.
- ❖ Advocate for a healthy food/beverage or non-food fundraising policy to the school board to include in the LSWP.

*Dollars and Sense: The Financial Impact of Selling Healthier School Foods*, UC Berkeley Center for Weight and Health

This resource examines the financial impact of implementing nutrition standards for foods and beverages sold on school campus outside of the school meal program.

[www.cnr.berkeley.edu/cwh/PDFs/Dollars\\_and\\_Sense\\_FINAL\\_3.07.pdf](http://www.cnr.berkeley.edu/cwh/PDFs/Dollars_and_Sense_FINAL_3.07.pdf)

### *Creative Fundraising*

*California Project LEAN*

A handout that lists non-food and beverage fundraising ideas.

[www.CaliforniaProjectLEAN.org](http://www.CaliforniaProjectLEAN.org)

### *Captive Kids: Selling Obesity at Schools: A Guide to Stop the Marketing of Unhealthy Foods and Beverages in Schools*

*California Project LEAN*

This toolkit addresses the issue of marketing unhealthy foods and beverages on school campuses and provides tools and resources to assist in assessing and addressing marketing on campus.

[www.CaliforniaProjectLEAN.org](http://www.CaliforniaProjectLEAN.org)