



## Healthy Fundraising for PTAs

PTA and fundraising go together like peanut butter and jelly (on whole wheat bread!), especially if the money raised goes for programs that foster student success in a thoughtful, consistent and healthy way.

The right fundraiser can support excellent programs, build bridges to the local community, engage families in a relevant and exciting mission AND foster a healthier environment. The fundraising function of a PTA is truly an opportunity to shine, to lead and to inspire. And it takes just as much effort to raise money selling cookie dough as it does selling fruit, herbs or cookbooks. The benefits of healthy fundraisers include:

### **Sending a Consistent Message:**

Rather than contradicting the healthy lessons we teach our children both at home and in school, a healthy fundraiser supports that message.

### **Leading From the Front:**

The power of leading by example is unmatched, and choosing a healthy way to raise funds is an excellent opportunity to take that leadership role in a positive and forward-thinking manner.

### **Being the Change:**

The evidence for the connection between learning and good nutrition, between health and success, grows stronger everyday. But changing unhealthy habits and unhealthy culture is hard.

**This is one way to be the change!**

### **Obesity Rates Among All Children in the United States**

(Data from the 2011 National Health and Nutrition Examination Survey)

*Approximately 17% (or 12.5 million) of children and adolescents aged 2—19 years are obese.*

*Since 1980, obesity prevalence among children and adolescents has almost tripled.*

*Studies show a direct relationship between fitness and academic achievement.*

### **Non-Food Fundraisers**

- Water Bottles / Spirit Wear
- Store Reward Programs
- Game Nights
- Auctions (live, silent, online)
- Plants, Seeds, Flowers
- Magazine Subscriptions
- Recycling (printer cartridges, cans, paper)
- Greeting Cards, Stationary

### **Healthy Food Fundraisers**

- Fruit
- Healthy Cookbooks
- Smoothies
- Spices
- Nuts and Trail Mix
- Herb Garden Kits
- Healthy vending Machines

### **Active Fundraisers**

- Fun walks or runs
- Walk-a-thons, bike-a-thons, skate-a-thons, bowl-a-thons
- School dances
- Family obstacle course
- Golf or tennis tournaments
- Teacher-student competitions (volleyball, softball, Frisbee...)