



Healthy, Wealthy, and Wise

Can We Promote School Wellness and Turn a Profit? Yes! Healthy school fundraisers can be profitable. With adequate planning and careful selection, schools can raise substantial funds while supporting the goals of their wellness policy. We recognize that fundraisers are popular in schools and critical to the success and continuation of a wide variety of school programs, events, and outings. We also know that many of these fundraising efforts can include food - often less healthy food.

Fundraisers present not only a chance to support school programs and events, but also a powerful opportunity to support good nutrition and promote physical activity. Let's send kids the right message and offer fundraisers they can be proud to participate in!

The average fundraiser yields a 45% profit margin. Here are some examples of novel, non-food fundraisers that are *more* profitable than typical fundraising efforts.

Fundraiser	% of Profit
Discount Card	50%
Custom-labeled Water Bottles*	70%
Scratch Card	80%
Health Card	90%
Students are allowed to wear flip flops or a hat for the day	100%
School Healthy Cookbook	165%

*School recruits local sponsors to donate money in exchange for having the sponsor's name printed on water bottle label; school then sells the water bottles. The more sponsors, the greater the profit they earn (each label may list multiple sponsors). Profits range from 42% for one sponsor to 98% for nine sponsors.

Recycling

- Printer cartridge refunds are worth \$0.06-\$2.10 depending on brand and ink color.
- Cellular phones are worth approximately \$3 on average. One school raised \$15,000 through their phone recycling program.

Descriptions of Card Fundraisers

Discount Cards offer a variety of savings at local businesses, such as restaurants, bowling alleys, auto maintenance shops, dry cleaners, and hair salons. Be sure to ask for cards that include only non-food or healthy food businesses. Avoid discount cards that include fast-food restaurants or other businesses that sell predominantly low-nutrition foods. Other business examples include local Subway shops, video store, and car washes.

A **Health Card** is similar to a discount card, but it exclusively features only health and fitness-type businesses. Savings are available at restaurants, recreational and fitness centers (mini golf, skating rinks, dance and martial arts facilities, etc.). More information on this fundraiser is available on www.actionforhealthykids.org.

Scratch Cards are used to solicit donations in return for discounts at local businesses. First, a potential donor scratches dots off a card to indicate his/her donation amount. Then the donor contributes the total amount indicated by the number of dots he/she scratched (typically the maximum contribution amount per dot is \$3). Once the donation is made, the donor receives a coupon page with about \$50-\$75 worth of product discounts at local businesses. Ask for cards that include only non-food or healthy food businesses.

Scrip cards or gift certificates can be used to purchase goods or services at supermarkets, coffee shops, movie theaters or clothing, video, electronic, book and other local retail stores. Schools purchase scrip at a discount from participating retailers (businesses offer discounts to schools because it is a way to acquire new business and retain customers). Then, parents and school supporters buy scrip from a school at the full-face value; the school makes money off of the difference. Participants spend scrip at participating retailers, where it is worth the full face value which they paid for it.

Success Stories

- One PTA raised \$50,000 holding a jog-a-thon to benefit elementary students in their district.
- Fruit fundraisers such as Florida oranges can raise \$8,000-\$10,000 in two weeks.
- Scrip programs can earn schools up to \$65,000.

If your school has also had a success story using non-food or healthy food/activity fundraisers, we would love to hear from you! (stateteams@actionforhealthykids.org)

This summary was adapted from "Sweet Deals: School Fundraising Can Be Healthy and Profitable" produced by Center for Science in the Public Interest, located at <http://cspinet.org/new/pdf/schoolfundraising.pdf>

For more information how to contact fundraisers discussed here, please refer to Appendix A in Section 2, pages 45-50.