

# Fundraising

## Encouraging Healthy Living in Anne Arundel County



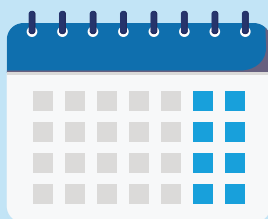
### Healthy, Creative Ideas for Fundraising

Fundraisers support a variety of important initiatives, from school improvement projects to purchasing supplies and equipment to subsidizing field trips. Fundraising activities must ensure student safety, while offering an educational and overall value to the students. Historically, fundraisers have focused on candy and cookie sales; however, these sales can undermine your school's dedication to healthy living. Fundraising with healthy foods and non-food items promotes healthy behaviors and reinforces your school's commitment to wellness. Follow these steps to ensure your next fundraiser is a success!

### Raising Funds without Food

There are a variety of popular, non-food items that schools can sell to raise money. Here are just a few examples:

- Candles
- Gift wrap
- Magazine subscriptions
- Housewares
- Books
- Calendars
- Yearbook engravings
- Stationary
- Jewelry
- Holiday ornaments
- Plants
- Raffle donations
- Parking spaces
- Stadium seats



**Remember,** fundraising activities must first be approved by the principal or designee before being scheduled, advertised, or conducted.

### Steps to a Lucrative and Engaging Fundraiser:

**Create** school-specific tips, guidelines, and recommendations for activity-based or healthy food fundraisers

**Recruit** students, staff, your PTA/PTO, and school wellness team to communicate the importance of healthy fundraising

**Develop** an annual fundraising plan that identifies needs, estimates revenue and expenses, and outlines a timeline of events. Include students, coaches, and clubs in the planning!

**Promote** your healthy fundraiser on your school's website, social media accounts, newsletters, bulletin boards, school events, and through community partners.



**“Hold a yearly fundraiser involving a Fun Run. Students get pledges from families and friends connected to the amount of laps they will run. It is a great way to engage the community. Classes that receive the most pledges qualify for extra recess and small items that can be used for exercise. We have raised enough money with this healthy fundraiser to have a permanent shade pavilion installed. The shade pavilion can be used as a space for outdoor learning and students and staff can enjoy recess more on the really hot days.”**

*Wellness School of Distinction – Waugh Chapel Elementary Principal*

## Raising Funds Creatively

The Anne Arundel County Public Schools’ Wellness Council encourages schools and their PTAs/PTOs to think creatively about fundraising efforts. Fundraising can be active, creative, and healthy! Engage your community to discover new ways to raise funds for your school’s needs.

### Get Active

- Host a walk-, dance-, bike-, hop-, jump rope-, or hula hoop-a-thon
- Arrange a family field day and encourage teams to compete for donated or no-cost prizes
- Offer exercise classes, such as yoga, dance, or aerobics
- Organize a 5K, color run, or relay race

### Be Creative

- Setup electronic fundraising pages
- Host a lip sync contest, talent show, art night, or craft fair
- Sell spirit wear and other school-branded products
- Create classroom competitions through read-a-thons or coin drives
- Hold a yard sale where families can donate items to sell
- Raffle homework passes, lunches with teachers, or being principal for a day

### Eat Healthy

- Sell healthy food items, such as popcorn, trail mix, pretzels, fresh fruit, and whole grains
- Create and sell healthy cookbooks featuring recipes from students, staff, and families. Don’t forget to include your favorite school lunch recipes!
- Host a cooking competition or healthy cooking class
- Promote local chefs & restaurants through a “Taste of Your Town” event



Interested in more **Wellness Initiatives** and how to **Cultivate Communities of Wellness** go to <https://www.aacps.org/wellnesstoolkit>.

