



## Fundraising to promote health

Fundraising is important, and can make a big difference to schools, daycares and sports teams. There are countless fundraising options available. Consider choosing fundraisers that help to promote healthy living and are consistent with your organization's values. Organizations that adopt healthy fundraising policies create a healthier community for everyone.

The availability of unhealthy foods in multiple settings can encourage kids to want foods like chocolate, cookies and candy more often. Fortunately, there is no need to resort to selling unhealthy foods and beverages to make money.

Healthy fundraising includes selling healthy food or non-food products. Research available options and consult with parents to find out what they would be most willing to buy.

The following fundraising ideas can encourage healthy eating:

- Team up with local farmers and sell their produce, for example <http://www.freshfromfarm.ca/home.aspx>
- Instead of homemade cookie dough, sell prepared “make your own meal” kits (e.g. soup in a jar - add lentils, rice, and spices to a jar and provide instructions or a recipe)
- Have bake sales with healthy options (e.g. fruit, homemade granola bars). Try some of the [Bake it Up](#) recipes
- Offer healthy community meals for a small fee or donation (e.g. chili with a salad)
- Sell merchandise that promotes healthy eating (e.g. lunch bags, water bottles, food storage containers)
- Sell a cookbook with healthy recipes provided by parents, teachers, educators or children (a company can format, print and bind recipe books)

Non-food fundraising ideas include:

- Sell clothing, calendars, school supplies, or yearbooks
- Organize a flea market
- Raffle off gift cards or discount coupon books
- Host an art show, talent show, trivia night, or tournament
- Host a movie in the park for a small donation
- Sell ball caps and sports equipment (e.g. soccer balls, skipping ropes, flying disks) or pet walking services to promote being active
- Promote the environment and connecting with nature by selling plants, seeds and gardening supplies

Your organization can be a positive role model by promoting healthy living through small changes such as encouraging [healthy fundraisers](#). Be a leader and adopt a healthy fundraising policy for your community!