

Raising Money While Promoting Health in Schools

*Co-hosted by the
Alliance for a Healthier Generation
and the National PTA*

www.HealthierGeneration.org
www.PTA.org

Objectives

- Explore guiding principles and alternatives to traditional candy and baked goods fundraisers
- Hear from others, including PTA leaders, who have stories to share
- Share examples from your successes
- Gain ideas and resources for taking the next step in your school community
- Ask questions! (Use the chat feature.)

Webinar Presenters



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National Competitive Foods
and Beverage Manager
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Generation



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Program Coordinator-Health
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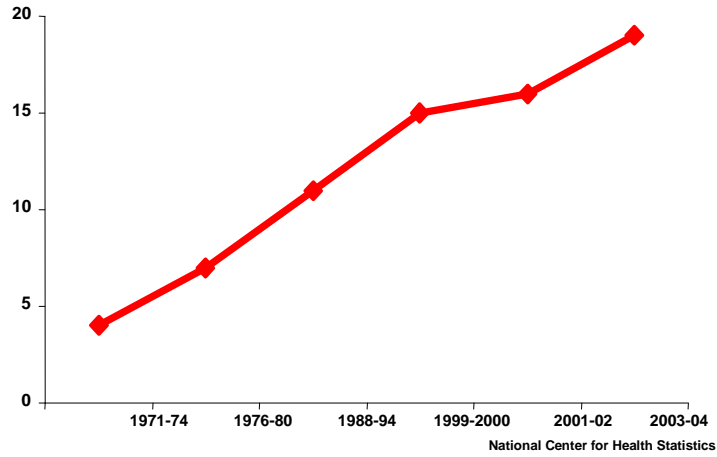
Alliance for a Healthier Generation Goal

To reduce the nationwide prevalence of childhood obesity by 2015 and to empower kids nationwide to make healthy lifestyle choices.

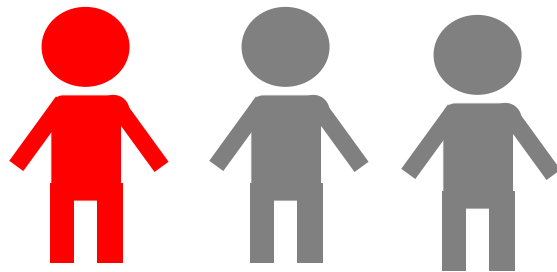


Trend

Percentage of Overweight Children Ages 6-11



U. S. Children Born in 2000



1 in 3

will develop Diabetes during lifetime

Source: Narayan KMV et al. Lifetime risk for diabetes mellitus in the United States. JAMA. 2003;290(14):1884

In 2007, per capita annual costs of health care for people living with diabetes were almost \$12,000 a year, of which \$6,650 was attributed directly to the diabetes¹...

**What else could you do with \$6650
-or-
What would you cut from your budget?**

1. American Diabetes Association. Economic Costs of Diabetes in the U.S. in 2007

Guiding Principles for Value-Added, Values-Based Fundraisers

- Align with educational goals, school's mission and school wellness policies
- Consistent with cultural representation and practices
- Positively engage community members and resources

Guiding Principles - continued

- Students have a meaningful role that
 - builds personal and/or social skills
 - does not compromise their safety or comfort level
- Community, school and, students will not be burdened by
 - questionable goods and services - volume of solicitation
 - feeling obliged to sell/purchase unnecessary goods

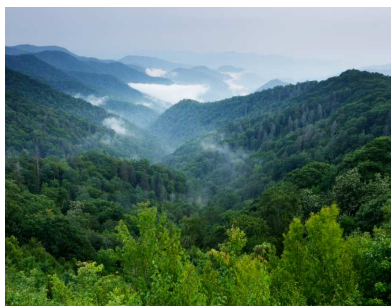
Operational Principles for Fundraisers

- All fundraising activities are coordinated and administrated
 - adhere to policy
 - go through a central clearinghouse
 - require administrative approval in advance
- Clear, fair process for determining how funds are allocated

Sample Fundraiser Approval and Tracking Form

NAME	WHO	WHAT	WHEN	HOW MUCH OUT	HOW MUCH IN	YES/NO	SO, WHAT
Activity	Sponsor & Partners	Reason for Raising Funds	Date	Projected/ Actual Expense	Income vs. Profit	Approval	Eval. Summary of Results

Vermont Example



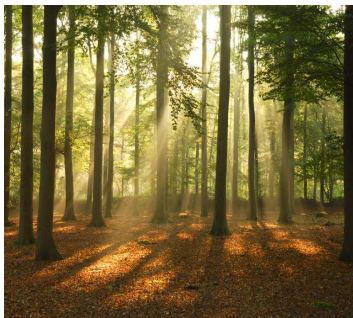
- K-6 (235 students)
- Funds needed?
- Finding Fitness Fun(d)-raiser
 - *Motion Promotion*
 - Letter-writing campaign
 - Culminating *Finding Fitness* event
 - Exposure to green spaces

One Form... One Fundraiser

- Student
 - Pledge for fitness
- Donor
 - Inspiration, donation, participation
- Parent Group
 - Fund school projects, field trips, winter sports program, garden, healthy snack program, SR2S



Shining Success!



- \$20,000 – year one
- \$30,000 – year two
- Paradigm shift

Fundraising Ideas

- Support from local businesses - donate a certain portion of sales
- Meet local needs (e.g., parking for Art Basel and boat show in Miami)
- Connect classrooms and donors at www.Donorschoose.org and www.Adoptaclassroom.com

Now let's hear from the...



Think Beyond the Fundraiser

- Start with your goal in mind
- Assess your community
- What other benefits can you gain?
 - Relationships
 - Members
 - Community
 - Student achievement

Georgia PTA Successes

- Local stories
- GA PTA Wellness Champions Grants
- Resolution: In Support of Healthy Fundraising and Wellness Policy
- Healthy Fundraising Award



Q&A

- Please post your questions and success stories in the “chat” area
- Contacts and resources are the end of the slides
- Evaluation survey link:
<http://www.surveymonkey.com/s/8V8QSHW>

Resources

- Alliance for a Healthier Generation – www.HealthierGeneration.org and www.HealthierGeneration.org/fundraisers and www.HealthierGeneration.org/snacksnadbeverages - archived Webinar and slides
- National PTA - several articles including *Questions to Consider When Developing Fundraising Strategies* by David Bauer - www.pta.org/fundraising.asp
- Georgia PTA – Resolution in Support of Healthy Fundraising and Wellness Policy – www.georgiapta.org/documents/CLT_2009_Proposed_Resolutions.pdf and other resources recommended by Georgia PTA: www.georgiapta.org/documents/Health_Tool_Kit_Healthy_Fundraising.pdf
www.georgiapta.org/documents/Health_Creative_Financing_and_Fundraising.pdf
- Action for Healthy Kids - www.actionforhealthykids.org/resources.php (select “Fundraising in Schools” as a topic)
- Center for Science in the Public Interest – *Sweet Deals: School Fundraising Can Be Healthy and Profitable* - <http://cspinet.org/new/pdf/schoolfundraising.pdf>

Contact Information

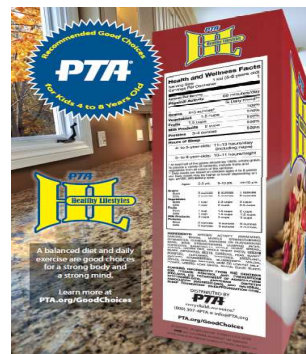
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Healthy Lifestyles

- Healthy Lifestyles Month – November
www.pta.org/healthylifestyles
- Resources (English and Spanish):
 - PTA Healthy Lifestyles: A Parent Guide
 - PTA Healthy Lifestyles Health and Wellness Facts for ages 2 to 3, 4 to 8, 9 to 13, and 14-18



More Fundraising Ideas

- **Walk/bike/dance/skate/jump rope-a-thons or fun runs**
- **Parent-teacher talent show**, basketball game, cook-off, clothes swap (\$3 to enter and all the clothes for the taking)
- **Engage student talents and skills** - Battle of the Bands, lawn care, singing telegrams...
- **Non-fundraiser** – stay home, don't dress up – donate instead!
- **PTA yard sale, auction, book fair, car wash** (pre-sell tickets)...
- **Support from local businesses** - donate a certain portion of sales (grocers, car dealerships...)
- **Meet local needs** (e.g., parking for Art Basel and boat show in Miami) advertising on school's marquis, renting the facility – auditorium, ATM machine in school
- **Connect classrooms and donors** at www.Donorschoose.org and www.Adoptaclassroom.com
- **Sell**
 - **Parking spaces to students** (let them decorate their spaces)
 - **School-related** (student-designed) **promotional items**
 - **Photos:** in costumes, at holidays (e.g., I love you Mom!)

Join the Alliance Healthy Schools Program's Network www.HealthierGeneration.org

- Engage others in your school community in your efforts toward a healthier school
- Network members get access to Healthy Schools Program resources including:
 - Healthy Schools Product Navigator and Calculator to select healthier snack options
 - biweekly newsletters with links to useful tools and resources
 - Information on discounts on quality school health supplies and equipment



Beyond Fundraising.... Parents as Healthy School Champions

- Be a role model for healthy eating and physical activity.
- Send snacks and lunches to school that include fruits, vegetables, and water, low-fat milk or 100% juice and provide healthy foods for classroom celebrations, parties and fundraisers.
- Speak up for physical education and physical activity during and after the school day
- Volunteer: Help your child's school provide recess, physical activity breaks, a school garden, a healthy snack programs, taste tests, cooking demonstrations...
- Know about healthy changes happening at your child's school: Get active in your School Wellness Committee/Council
- Encourage your children to be advocates for healthy choices in schools (www.empowerme2b.org)
- Participate in the Alliance Healthy Schools Program's Network www.HealthierGeneration.org/schools