

Healthy and Successful Alternatives to Food-Based Fundraisers, Classroom Rewards and Incentives

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Session Objective

- Learn creative and innovative ways to hold successful school fundraisers and provide motivational classroom incentives and rewards that are not food-based and that comply with the standards for fundraising and incentives and rewards



What Does the Wellness Policy Say about Fundraisers?

IX. Fund-Raising

During the school day, all items sold to the students on campus (all areas of the property under the jurisdiction of the school that are accessible to students) must meet the nutrient and beverage standards as specified in this regulation. The school day is defined as the period from midnight before, to 30 minutes after, the end of the school day. Fund-raiser exemptions will not be granted.

Where are Food and Beverages “Sold” to Students?

School cafeteria – school breakfast, school lunch

Competitive Foods:

- Student-run stores
- Vending machines
- Fundraisers
- Non-school district food vendors



What Does the Wellness Policy Say about Incentives & Rewards?

IV. Incentives and Rewards

Schools and teachers are strongly encouraged to utilize forms of incentives or rewards that are not food-based. Any food rewards are required to be in alignment with the nutrient and beverage standards as specified in this regulation.



What are the Nutrition Standards in the Wellness Policy?

Snacks:

- Must be ≤ 200 calories, ≤ 230 mg of sodium, $\leq 35\%$ of total calories from fat, $\leq 10\%$ of total calories from saturated fat, zero trans fat, and $\leq 35\%$ total sugar by weight.
- Must be either $\geq 50\%$ whole grain, have fruit, vegetable, dairy or protein as its first ingredient, or be a combination food that includes at least $\frac{1}{4}$ cup fruit or vegetable.
- "Smart Snacks" from Food Service meet nutrition standards

Solution: Use Alternatives to Food

- Using food-based rewards and incentives, fundraisers and celebrations sends the wrong message about food
- Creates life-long habits around food that are difficult to break, such as eating at non-meal times, eating when not hungry, and using food to comfort, reward, or celebrate
- Food offered for birthdays, holiday parties, academic rewards adds up over the course of the school year
- How many extra calories are students getting at school as a result of this cumulative effect of food-based activities?

Healthy Fundraising

Alliance for a Healthier Generation: Healthy School Fundraising

https://www.youtube.com/watch?time_continue=7&v=GmJoHDIyLCA

Points to Remember

Healthy Fundraising

- Raise funds in ways that do not undermine healthy eating messages
 - Swap food for physical activity
 - Utilize community events such as a talent show or trivia night
 - Sell school t-shirts and other spirit items
 - Use fundraising as a way to build skills for students
- Work with the school's principal and PTO on healthy fundraising ideas
- Partner with non food-based community businesses for donations and promotion of their business – landscaping businesses or green houses to sell plants

What are your school's barriers to healthy fundraising?

Healthy Classroom Rewards and Incentives

Alliance for a Healthier Generation: Healthy Classroom Incentives

https://www.youtube.com/watch?time_continue=1&v=IOnd6r3hfM4

Points to Remember

Healthy Classroom Rewards and Incentives

- Reward students in ways that do not undermine healthy eating messages
 - Swap treats for toys
 - Give extra time on fun activities – recess, computer, etc.
 - Award leadership opportunities – line leader, principal for a day
- Above all else, kids want to be recognized – that's the biggest incentive for them
- Work with the school's principal and teachers on creative ways to reward students

What are your school's barriers to healthy classroom rewards and incentives?

More Information

A few tips to get started

- Update your wellness policy so that fundraisers must be activity-based and sell non-food items, or only sell foods that meet USDA Smart Snack requirements
- Talk with PTO, Principals, Coaches, or School & Booster Clubs about the importance of offering healthy fundraising options and provide them with examples
- Enlist students to research and develop healthy, profitable fundraising ideas and include them in the planning process

More Information

For additional resources and ideas visit:

<https://www.healthiergeneration.org/take-action/schools/wellness-topics/smart-snacks/fundraising>