

Valley City
Public Schools



Healthy School Fundraising Ideas



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VALLEY CITY PUBLIC SCHOOLS

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"Together, we work to be the best we can be."

Dear Parents, Staff, Boosters and Supporters of Valley City Public Schools,

The Valley City Public School Wellness Policy has been important to the health and well-being of our students. We have had the policy in place since 2004. The newly passed Federal Healthy Hunger Free Kids Act has strong language incorporated requiring every school district to strengthen their wellness policies. In addition, our goal is to consistently keep our wellness policy current and strong for the benefit of our students.

In light of the new legislation for nutrition and physical activity, our wellness policy was strengthened and ultimately passed by our school board in July, 2012. These are strong standards and may be a challenge to implement in our school district. Just as we phased in soda pop standards back in 2004, 2005 and 2006, we would like to take a similar approach with the new standards as noted in the policy itself.

We realize that it has taken years to develop habits related to nutrition and physical activity, and even with increased knowledge, it will take time to develop new behaviors to improve our health. Our board has approved a Coordinated School Health Council (CSHC) (Wellness Committee), which includes staff and administrators from each school, a school board member, the Nutrition Services Director, a student, and a community member. This group has been organized to communicate the changes necessary to comply with the policy as well as offer assistance and education related to implementing the policy. If you have any questions or need ideas and assistance, please do not hesitate to contact a CSHC team member.

The CSHC has taken a pro-active stance, and has developed educational handouts and brochures which will be distributed at booster club meetings as well as placed on the school's website. We hope that you will find these tools helpful as we work to implement the Wellness Policy.

We are looking forward to working with you on this process; we all understand that wellness is imperative to our students' health, happiness and academic growth.

Thank you for your assistance in this transition to a healthier community.

Sincerely,

Dean Koppelman
Superintendent

2012-2013
Coordinated School Health Council Members

Council Member	Position	Email Address
Trevor Bakalar	PE teacher VCHS	trevor.bakalar@sendit.nodak.edu
Barb Bjorum	Health teacher VCHS	barb.bjorum@sendit.nodak.edu
Kristi Brandt	VC Sr. High Principal	kristi.s.brandt@sendit.nodak.edu
Andrea Corbin	Teacher Washington Elem. School	andrea.corbin@sendit.nodak.edu
Connie Courtney	PE teacher VCHS	connie.courtney@sendit.nodak.edu
Wayne Denault	Washington Elem. Principal	wayne.denault@sendit.nodak.edu
Becky Goven	Teacher Jefferson Elem. School	becky.goven@sendit.nodak.edu
Trevar Hansen	Math teacher & Coach VCHS	trevar.hansen@sendit.nodak.edu
Dan Larson	VC Jr. High Principal	daniel.d.larson@sendit.nodak.edu
Sue Milender	VCPS Nutrition Services Director	sue.milender@sendit.nodak.edu
Troy Miller	Principal Jefferson Elem. School	troy.f.miller.1@sendit.nodak.edu
Richard Ross	VCPS School Board Member	rickvcsu@hotmail.com
Brad Sufficool	PE teacher Jefferson School	brad.sufficool@sendit.nodak.edu
Andrea Winter	Community Representative	andreawinter@catholichealth.net



Ensuring That Fundraising Supports Valley City Children's Health

Children who learn to live healthy have a better chance to live longer and learn better. By establishing healthy habits early in life, children can dramatically reduce their health risks and increase their chances for longer, more productive lives.

Most schools and organizations use fundraising activities to supplement budgets and pay for equipment, materials, supplies, trips, and other events. Unfortunately, many of these fundraisers presently involve the sales of candy, baked goods and other foods high in fat, sugar, and sodium. It's true these fundraisers can make money for organizations; however, students pay the price with rising obesity rates and poor diets.

Many healthy fundraising alternatives are available that are not only practical, but profitable for the school and organization. These fundraisers support healthy eating and physical activity, provide consistent healthy messaging, and support parents' efforts to feed their children nutritious foods.

As part of Valley City Public Schools Wellness Policy, guidelines have been set to ensure that we conduct only healthy fundraisers. This booklet provides opportunities to support the health of our children by providing ideas and resources for healthy fundraising. Thank you in advance for embracing this idea and taking the time to make a difference in the lives of Valley City's children through healthy fundraising.

Valley City Wellness Policy Fundraising Guidelines Fundraising for School and School Sponsored Groups To Include Boosters, Foundation, PTO on or off Campus

- a. The school district shall make available to students, parents, teachers and school groups a list of ideas for acceptable fundraising activities. This shall be posted to the school's website.
- b. As of July, 2012 Elementary Schools have no food used for fundraising except fruits and vegetables.
- c. Junior/Senior High-by July 1, 2015, no food except for fruits and vegetables shall be used for fundraising.
- d. Schools shall encourage fundraising activities that promote physical activity.
- e. By July 1, 2015, community groups, organizations or clubs (Twisters, Vipers Hockey, Express Wrestling, Boy/Girl Scouts, etc.) must adhere to the district wellness policy standards while fundraising on school grounds.

Acceptable Fundraising Ideas

Candy, baked goods, soda and other foods with little nutritional value are commonly used for fundraising at school. Schools may make money selling these foods, but students pay the price with rising obesity rates and poor diets. An environment that constantly provides children with sweets promotes unhealthy habits that can have a lifelong impact. Schools can help promote a healthy learning environment by using healthy fundraising alternatives that are not only practical but profitable.

Non-Food Items to Sell

- ❖ Activity Theme bags
- ❖ Bakeless Bake Sale *
- ❖ Bath accessories
- ❖ Balloon bouquets
- ❖ Batteries
- ❖ Books, calendars
- ❖ Brick/stone/tile memorials
- ❖ Buttons, pins
- ❖ Candles
- ❖ Christmas trees
- ❖ Christmas ornaments
- ❖ Coffee cups, mugs
- ❖ Crafts
- ❖ Coupon Books
- ❖ Donations
- ❖ Emergency kits for cars
- ❖ Elementary year books
- ❖ First Aid kits
- ❖ Flowers and bulbs
- ❖ Foot warmers
- ❖ Football seats
- ❖ Garage sale
- ❖ Garden seeds
- ❖ Giant coloring books
- ❖ Gift baskets
- ❖ Gift certificates
- ❖ Gift items
- ❖ Gift wrap, boxes, bags
- ❖ Greeting cards
- ❖ Garden supplies
- ❖ Hats
- ❖ Holiday wreaths
- ❖ House decorations
- ❖ Homemade chapstick

- ❖ Jewelry
- ❖ Magazine subscriptions
- ❖ Mother's Day gifts
- ❖ Monograms
- ❖ Music, videos, CD's
- ❖ Newspaper space, ads
- ❖ Nearly Nu (Consignment thrift store)
- ❖ Online auction
- ❖ Pet treats/toys/accessories
- ❖ Pocket calendars
- ❖ Pre-paid phone cards
- ❖ Pumpkin Patch/sell pumpkins
- ❖ Poinsettias
- ❖ Raffle donations
- ❖ Rent a special parking space
- ❖ Scarves
- ❖ School art drawings
- ❖ Spirit/seasonal flags
- ❖ Stadium pillows
- ❖ Stationery
- ❖ Student directories
- ❖ Stuffed animals/Toys
- ❖ Temporary tattoos
- ❖ Tupperware
- ❖ Valentine flowers
- ❖ Yearbook covers

Customized Merchandise

- ❖ Bumper stickers/decals
- ❖ Calendars
- ❖ License plates or holders with school logo
- ❖ Logo air fresheners

- ❖ Scratch-off cards
- ❖ School frisbees
- ❖ School spirit gear
- ❖ Souvenir cups
- ❖ T-shirts/sweatshirts

Healthy Foods

- ❖ Fresh and exotic fruit, like cases of citrus fruit, peaches, apples or oranges
- ❖ Frozen bananas/grapes
- ❖ Fruit baskets
- ❖ High quality potatoes, onions or other produce items

Fundraising Events

- ❖ 3-on-3 basketball tourney
- ❖ Auction
- ❖ Battle of the Bands
- ❖ Bike-a-thon
- ❖ Bowling night/bowl-a-thon
- ❖ Car wash (pre-sell tickets)
- ❖ Carnivals
- ❖ Chuck-A-Puck at the Rink (pucks are numbered and sold for \$1 each. Throw the one closest to the center of the rink and get a portion of the profit.)
- ❖ Charity baseball, soccer, etc. tourney

- ❖ Dances (kids, father/daughter, Sadie Hawkins)
- ❖ Dunk tank
- ❖ Family game nights
- ❖ Festivals
- ❖ Fun runs
- ❖ Gift wrapping
- ❖ Golf tournament
- ❖ Jump-rope-a-thon
- ❖ Magic show
- ❖ Milk mustache photos
- ❖ Music Marathon
- ❖ Penny War **
- ❖ Raffle (movie passes, theme bags)
- ❖ Raffle (teachers do a silly activity)
- ❖ Rent-a-teen helper (clean windows, wash dog, mow lawns)
- ❖ Recycling cans, bottles, and/or paper
- ❖ School event planner – calendars with event dates of the schools
- ❖ Seasonal “Message Grams” Valentine’s Day affection, St. Patrick’s Day Luck of the Irish, Holiday Cheer, Homecoming Fun, Welcome Back to School, etc.
- ❖ Seat cushion sales – sell advertisements to local business for \$50-100. Sell cushions for small fee.
- ❖ Silent auctions
- ❖ Singing telegrams
- ❖ Skate night/skate-a-thon
- ❖ Sled-a-thon
- ❖ Spring, fall or winter yard work – ask for donation for work done
- ❖ Talent shows
- ❖ Tennis/horseshow competition
- ❖ Treasure hunt/scavenger hunt
- ❖ PT-shirts at local printing company
- ❖ Walk-a-thon
- ❖ Washing windows
- ❖ Workshops/classes
- ❖ Working at Pizza Corner Factory

*** “Bakeless” Bake Sale**

Parents donate the money to the school they otherwise would have spent at a bake sale, no baked goods are sold. A donation amount could be suggested.

****Penny War**

A school “penny war” is a fun way to raise money with classrooms competing against each other. The “penny war” could last for a month or a set number of weeks. Jars are placed outside of each classroom at the start of the day and end of the day. For every penny added to the jar a classroom would receive one point. Every nickel, dime or quarter added and the class loses points according to the value of the coin. A dollar in the jar and the class loses 100 points.

Kids are allowed to place coins and dollars in any jar they want, so they could make a classroom with the most points that day lose points by placing everything but pennies in the jar. Points are posted every day and the money is collected in the office at the end of the day where student helpers wrap pennies, nickels, dimes and so forth.

At the end of the month, the class with the most points wins an extra recess for the day/week or other healthy prize.

Avoid the Following Fundraisers

- Bake sales
- Candy, cookie dough and baked goods
- Coupons or gift cards for unhealthy foods or fast-food restaurants
- Pizza sales
- Submarine sandwich ticket sales
- Butterbraids

✓ A Fundraising Tip

- ✓ When parents or students are selling a product, be sure to give the person you are approaching the option to purchase the “item” the group is selling OR give a donation of money.
- ✓ Try using this line...

*Would you be interested in purchasing a _____ product _____
or would you prefer giving a donation of money to help support
our group?”*

(Note that a donation to our school is tax deductible.)



ALUMNI and ALUMNI PARENTS CAN SUPPORT BOOSTER CLUBS

Former students of a school activity and their parents often continue to follow that specific activity after the student graduates and they may donate funds if asked to support that activity.

Let's use Speech as an example.

1. Each year when the senior Speech students graduate, keep a record of the names and addresses (mail and/or email) of the parents of those student's.
2. Then the next year, send those parents a letter inviting them to donate to the Speech Boosters. You could identify various giving levels, e.g. \$20, \$50, etc.
3. Over the next 4-6 years keep track of the actual students who have graduated from high school and when they have graduated from college and have jobs, put them in a data base and also send them a letter inviting them to donate to the Speech Boosters.

AFTER A NUMBER OF YEARS you will have a fairly large database of which you can request donations.

Our Local Healthy Fundraising Success Stories

Below are examples of fundraisers that have been successful for Valley City Public Schools and local youth organizations. These healthy fundraisers are very successful and continue to be used by these groups.

Washington Elementary PTO – Chip Shoppe

The Washington Elementary School PTO changed its fundraising from a Peeler Card to students selling products from a catalog company. The Peeler Card promoted discounts to patrons for purchasing food and other items from local businesses. The Peeler Card program was the main fundraiser for the PTO for over twenty years. Profits from the Peeler Card sales ranged from \$3000 to \$3500 a year.

Due to a change in the school district's Wellness Policy on Nutrition, the Washington PTO contacted a fundraiser company that did not involve selling of food items. Students were asked to sell products from the Chip Shoppe catalog company only to family and relatives, not to solicit door-to-door. (See website for their products www.thechipshoppe.com) Products could be purchased directly from the students or purchased online. This fundraiser has been conducted for two years with profits between \$8000 and \$9000.

Basket Raffle

The basket raffle consists of parents, teachers, and businesses donating theme baskets that are raffled off to raise money. The baskets may vary in theme: sports, baby, mom, dad, summer fun, movie, cooking, hanging plants, garden, or anything of interest!

The baskets are set up on display at the event (school picnic), tickets are sold (\$1 each or 6 for \$5) using double roll tickets. One ticket goes into the drawing and one stays with the buyer. At the end of the evening, tickets are drawn and the winners may choose the basket they would like.

Money raised can vary from \$100 on up depending on how many baskets are available, how desirable/attractive they are and how many tickets are sold.

Yard Signs

Hi-Liner yard signs were ordered and purchased from a company found on the internet. There are many to choose from. The signs were corrugated plastic with metal stands, and sold for \$10.

Football parents sold the signs. The sale of signs was promoted using mass emails, Facebook, newspaper articles, school newsletter, and word of mouth. The cost was approximately \$500 for 200 signs. The signs sold for \$10 each. The amount raised was \$1600.

Jefferson Elementary PTO – Bingo Card & Field Day Fundraiser

Part 1: BINGO card fundraiser

A sheet of paper was sent home with each student with BINGO written on it. Each bingo square had a dollar amount written on it (ranged from \$0.50 to \$5.00) and all the squares added together represented \$50.00 total. So the idea was that the student would ask their

neighbors, friends, and family (people they knew well) if they would sponsor them for their school field day.

The person donating could pick the amount/amounts they wished to donate and would put that amount in the envelope provided and write their name on the square. It was nice because the highest amount you were asking any one person to donate would be \$5.00. They could give more, and that would give the student a better chance at making a bingo.

The BINGO cards worked like this:

1. For each bingo (12 chances – vertical, horizontal and diagonal) on the student’s BINGO card that money was collected for, their name was put into a drawing for prizes. Prizes were donated from various businesses. We had t-shirts, water bottles, toys, gift certificates, sports equipment, backpacks and much more. There were also some bigger prizes like a bike, tickets to a TWINS game, tickets to the fun things at the Mall of America, outdoor summer games and others.
2. If a student brought back their BINGO sheet and had collected the whole \$50 thereby having a blackout, they would get their name placed in the drawing for the grand prizes as well as having their name put into the smaller prize drawing 12 times.

The money made was split 50/50 with the Physical Education Department and the PTO fund to be used for a variety of activities and teacher/school requests throughout the year. Money earned totaled just over \$10,000.

Part 2: Field Day

The Field Day was organized to go along with the BINGO card fundraiser. This was an all-day event full of games and activities to keep the classes physically active. There was also a “survivor” theme for the day. Each class came up with a tribe name and designed a flag to represent their tribe as well as designing some sort of tribal ware (t-shirt, headband, armband, temporary tattoos, etc.) The music teacher helped each class come up with a tribal chant to present at field day. The day started with the classes entering the field much like the opening ceremonies of the Olympics.

Each class presented their tribe chant and activities began after that. Suggested games include: tug of war over a sprinkler, an obstacle course, a Frisbee toss, a water balloon toss, a limbo contest and others. There was a trading post (store) where the kids could buy little things purchased in bulk like toys, juice boxes, fruit snacks, sunflower seeds (other healthy snacks) and more, all of which were under \$1.00. Each student was given a certificate good for one free \$0.25 item, there were lots of \$0.25 items to choose from, this allowed students who did not have money with them to be able to still have something. The goal of the store was not to make money, but to just cover the cost of the items bought. There was also a station where the students made bracelets to take home.

The classes went to the different stations 2 at a time and each activity lasted 12 minutes and then an air horn would blast and they would have 3 minutes to get to the next station. All activities were scheduled out and mapped out on the field. So everyone knew where they would be and classes could easily be found if needed. This was especially nice as parents came throughout the day to join in and they could take the schedule and map and find out immediately where their child was and go join them. There were 2-6 volunteers (1/2 day shifts) per each activity.

Contact Information for Fundraising Companies

A wide variety of fundraising companies work with schools. Examples of suggestions for healthy fundraising are listed below.

A. Fruit

- Cushman's Fruit Company
Phone: (800) 776-7575
Fax: (800) 776-4329
Website: www.honeybell.com
Email: fundraising@honeyball.com
Address: Post Office Box 24711
West Palm Beach, FL 33416-4711
- Florida Fruit Association, Inc.
Phone: (800) 613-7848
Website: www.fundraisingfruit.com
Address: 716 20th Ave
Vero Beach, FL 32962
- Golden Harvest Fruit Co.
Phone: (800) 826-9099
Fax: (561) 466-5920
Website: www.godlen-harvest-fruit.com
Email: goldenharvest@worldnet.att.net
Address: 4788 North US Hwy 1
Ft. Pierce, FL 34946
- Langdon Barber Groves
Phone: (800) 766-7633
Fax: (800) 878-3613
Website: www.lbg.org
Email: info@lbg.org
Address: P.O. Box 13540,
Ft. Pierce, FL 34979

B. Recycling

- Cartridges for Kids
Phone: (800) 420-0235
Fax: (970) 493-7250
Website: www.cartridgesforkids.com
Email: contact@cartridgesforkids.com
Address: 315 Lincoln Court
Fort Collins, CO 80524
- Cash 4 Cartridges USA
Phone: (800) 984-9020
Website: www.cash4cartridgesusa.com
Email: Recycle@Cash4CartridgesUSA.com
- EcoPhones
Phone: (888) 326-7466
Website: www.ecophones.com
Email: info@ecophones.com

- Recycling Electronics
Phone (888) 893-8237
Website: www.fundingfactory.com
Email: info@fundingfactory.com
Address: 380 E. Bayfront Pkway
Erie, PA 16507

C. Gift Wrap & Miscellaneous Products

- Cherrydale Farms
Phone: (800) 570-6010
Website: www.cherrydale.com
Email: info@cherrydale.com
Address: Allendale, PA
- Chip Shoppe
4759 Heatherwood Rd
St. Cloud, MN 56301
Phone: 800-771-2447
Fax: 1-800-319-2447
www.thechipshoppe.com

D. Auctions

- cMarket.com (online auctions)
Phone: (866) 621-0330
Fax: (617) 374-9015
Website: www.cmarket.com
Email: sales@cmarket.com
Address: One Main Street
Cambridge, MA 02142

E. Candles

- Aromalight Candle Company
Phone: (877) 542-3285
Fax: (502) 969-3709
Website: www.aromalightcandles.com
Email: info@aromalightcandles.com
Address: 908 Ulrich Avenue
Louisville, KY 40219
- EZ Fund
Phone: (800) 991-8779
Fax: (713) 973-8321
Website: www.ezfund.com
Email: info@ezfund.com
Address: 10681 Haddington Drive,
Suite 130
Houston, TX 77043

F. Stuffed Bears

- Beary Thoughtful
Phone: (866) 84-BEARS
Fax: (508) 679-8288
Website: www.BearyThoughtful.com
Address: P.O. Box 257
Tiverton, RI 02878

G. Beads and Spirit-wear

- B.G. Beads
Phone: (888) 276-6299
Fax: (216) 382-1099
Website: www.bgbeads.com
Email: debbie@bgbeads.com
Address: 3553 St. Albans Rd.
Cleveland, OH 44121

H. Student Art

- Kidoodlez
Phone: (800) 455-4449
Fax: (732) 872-7764
Website: www.kidoodlez.com
Email: kidoodlez@home.com
Address: P.O. Box 563
Navesink, NJ 07752

I. Wreaths

- Sherwood Forest Farms
Phone: (800) 767-7778
Fax: (206) 545-7888
Website: www.sherwoodforestfarms.com
Email: sherwood@sherwoodforestfarms.com
Address: 1900 N. Northlake Way, Suite 135
Seattle, WA 98103

J. Throws, Tapestries, and Pillows

- Southern Charm
Phone: (877) 312-1472
Fax: (864) 847-6012
Website: www.southernchrm.com
Address: P.O. Box 6244
Anderson, SC 29623-6244

K. Book Fairs

- Scholastic
Phone: (407) 829-7300
Website: www.scholastic.com/bookfairs/
Email: www.scholastic.com/bookfairs/contact/email.asp
Address: 1080 Greenwood Boulevard
Lake Mary, FL 32746

L. Tumblers

- Riversweet Citrus Sales, Inc.
Phone: (800) 741-0004
Fax: (727) 545-5367
Website: www.riversweet.com
Email: alex@riversweet.com
Address: 11350 66th Street North, Suite 102
Largo, FL 33773-5524

M. Return Address Labels

- Superior Labels (return address labels)
Phone: (800) 546-9677
(563) 391-2748
Website: www.superiorlabels.com
Address: 2815 W. 46 St.
Davenport, IA 52806-5047

N. Bulbs

- Fields of Holland
eFundraising (a division of QSP Reader's Digest)
Phone: (800) 561-8388
Website: www.QSP.com
Address: 205 West Service Road
Champlain, NY 12919

O. Engraved Bricks

- Bricks 'R Us
Phone: (877) 412-7425
(305) 931-7773
Website: www.bricksrus.com
Address: 1155 Brickell Bay Dr., Suite 401
Miami, FL 33131

P. Bead Necklaces, Bracelets, Pens, and Frames

- Namebeads Fundraising
Phone: (888) 511-2323
Website: www.fundraisingbeads.com
Address: 160 N. Main St
St. Clair, MO 63077

Q. Graduation Gifts

- www.fundraisingzone.com (a division of Tracy Hamilton Inc. Company)
Phone: (800) 645-6550
Website: www.fundraisingzone.com
Address: 20 Maple Place
Freeport, NY 11520-0210

R. Scratchcards

- ABC Fundraising
Phone: (800) 368-4543
Website: www.ABCFundraising.com
Email: info@ABCFundraising.com
Address: 3617 Crestmont Ave., Suite 1
Los Angeles, CA 90026
- www.skratchers.com
Phone: (866) 385-1128
Website: www.skratchers.com
- eFundraising (a division of QSP Reader's Digest)
Phone: (800) 561-8388
Website: www.QPS.com
Address: 205 West Service Road
Champlain, NY 12919

S. Other

- Original Works
Phones: (800) 421-0020
Fax: (518) 584-9293
Website: www.originalworks.com
Email: owyhq@originalworks.com
Address: 54 Caldwell Road
Stillwater, NY 12170
- eBay Giving Works
givingworks.ebay.com
Must have an ebay account to access

T. Garden Plants

- Riverside Gardens
Phone: 701-845-0233
Address: 1127 11th Ave SW
Valley City, ND 58072
Contact: Denise Majerus or Donny Morlock
(Would need to be organized in the fall for the following spring sales.)

Note: There are several companies listed that offer a variety of fundraising options including food. The food items are not acceptable fundraising options.

