

FUNDRAISING THE HEALTHY WAY

When planning a fundraiser for the breakfast club, schools are encouraged to choose only healthy fundraising initiatives. This allows the school to send a strong, consistent health message to students and reinforces the values taught every morning at the breakfast club.

The following are 10 fantastic fundraiser ideas collected from schools across Canada:

1 SCHOOL COMMUNITY BREAKFAST

Invite members of the school community to have breakfast with the students in exchange for a small fee or a donation.

2 PANCAKE PARTY

Make homemade whole wheat pancake mix from bulk ingredients. Portion and package the ingredients into nice containers, attach recipe directions and add a personalized message or school logo. Sell to staff, parents and community members.

3 GARB-A-THON

Sell garbage bags to parents, teachers and community members for \$1-5 each. Once sold, students and volunteers from the breakfast club (and anyone else who's willing) will commit to filling that bag with garbage by cleaning up areas around the school and/or community. Healthy Schools = Healthy Communities.

4 BREAKFAST DAY

Hold a breakfast food drive at the school and ask students to donate their favorite breakfast item. Make sure to send a detailed list of items that meet nutritional guidelines home with students to ensure the food being donated meets the breakfast club's nutritional standards. Invite parents to get their workplace involved. You can also designate one breakfast food to each grade, for example:

Grade 1 – Oats

Grade 2 – Fruit

Grade 3 – Yogurt

etc.

5 CREATIVE COOKBOOKS

Create and print a cookbook with the school's favorite healthy recipes and ideas from the breakfast club. Approach local businesses to purchase advertising space in the cookbook.

6 BREAKFAST-BOX AUCTION

Each class makes a creative themed breakfast to be sold to parents or auctioned off during special events at the school or during parent-teacher interviews. Be sure to select foods that can be served safely at room temperature.

7 WAKE UP AND WALK FOR BREAKFAST

Host a walk-a-thon or a dance-a-thon that includes school and community members. Have each participant raise funds for their participation with all proceeds going back into the breakfast program. Include friendly competitions between students and teachers to up the ante.

8 FRUIT-GRAMS

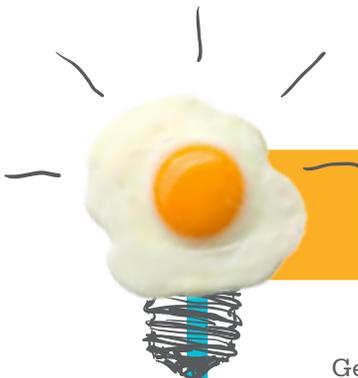
Sell fruit-grams or fruit smoothies for special holidays at school. Students purchase a fruit-gram and write a special note to be sent with the fruit as a gift for their friends. On the chosen delivery day or holiday, the fruit and special note is delivered to the students in their classroom.

9 GRANDPARENTS' DAY (FAMILY DAY)

Host a breakfast for parents, grandparents, and community members for a small cost on the weekend. The event could include other activities as well including a silent auction and a volunteer appreciation ceremony. This may also be a good opportunity to provide parents with information on the breakfast program and other healthy initiatives happening at the school.

10 KID'S NIGHT

Host a special night of fun and activities in the school for students after school hours for a small fee. Students get to spend time with their friends and socialize, and parents get a few hours to themselves. This is especially lucrative around busy times of the year (e.g. the Holiday Season)



BRIGHT IDEAS

Get students excited about participating in the fundraiser by providing healthy prizes for the top fundraisers. Other categories can also be added including “best sales pitch” and “best effort”. Hold random draws for all students participating and give away extra ballots to students who are “caught being healthy” throughout the school day.

Choose prizes that promote healthy habits, for example: a free ticket to the school dance, first choice of equipment during recess, a special breakfast with the principal, choosing the menu for a special breakfast in their honour, a get out of homework free card, or extra free time to do an activity they love.