**[Insert date here]**

Dear **[insert school name]** parents, guardians, and staff,

As a member of our school community, many of you are already aware that we have regular, annual fundraisers that provide vital funds for school programs. These fundraisers help to support new school initiatives, after-school activities, field trips, and athletic programs that enhance students’ learning and achievement. In the past some fundraisers have relied on the sale of unhealthy foods like candy and baked goods, and we now recognize that this practice sends the wrong message to children and goes against our commitment to creating a healthy school environment at **[insert school name]**. To continue to build a school culture that models healthy behaviors, we are implementing the following guidelines regarding school fundraising. Importantly, healthy-food and non-food fundraisers can still generate the income necessary for school programming while promoting health and wellness. At **[insert school name]**, we recognize that a child’s health and wellbeing is the result of a team effort between parents, teachers, and the community, and we greatly appreciate your support with these changes.

**Healthy School Fundraising Guidelines**

All school-sponsored fundraisers at **[insert school name]** that occur during or outside the regular school day will involve the sale of food items that either make a positive contribution to children’s health and are aligned with healthy nutrition standards, or use non-food fundraising methods. Examples of non-food fundraisers include walk-a-thons, product sales (wrapping paper, greeting cards, magazine subscriptions), and book fairs. Fundraisers to be avoided include activities like bake sales, label redemption programs, and candy and cookie sales. [Insert school name] will support this policy with the necessary resources and assistance to adapt current fundraising practices.

Please see attached pages on ideas for additional healthy fundraising ideas. These are simply some suggestions, and we welcome your input and creativity. Do not hesitate to contact **[insert contact name]** at **[email or phone number]** should you have any questions or concerns regarding the new school guidelines. Again, we appreciate your support in making **[insert school name]** a healthy, successful school.

Sincerely,

**[Insert school principal or classroom teacher name]**

Ideas for Healthy Fundraising at **[Insert School Name]**

Non-Food Fundraising

* Create a school cookbook. Ask families and staff to submit their favorite healthy recipe to compile in a cookbook and involve students with illustration and writing. Sell the finished product to parents and community members. Ask local businesses to join in the effort and feature the cookbook in their store for a period of time. If a professional look is preferred, personalized cookbooks can printed through companies like Cookbook Publishers, Inc. (cookbookpublishers.com) and G & R Publishing (gandrpublishing.com).
* Sell flower-grams. Sell flowers and cards on holidays such as Valentine’s Day and Mother’s Day for students and staff to give to friends or family. This is a great way to acknowledge a holiday without candy or treat sales.
* Hold a [fill in the blank!]-a-thon. From fun runs to Bowl-a-thons and Math-a-thons many activities can be turned into school fundraisers. Students can get sponsorship for each lap walked, bowling frame completed, or math problem solved.
* Host a book fair. Holding a book fair at school can accomplish the two important goals of fundraising and literacy promotion at the same time. Hosting schools receive a percentage of the profit from all book sales. See scholastic.com/bookfairs for more information.

Healthy Food Fundraising

* Sell do-It-yourself fruit baskets. Buy assorted fruit, dried fruit, nuts, and decorative supplies in bulk at large discount stores. Ask student groups and parents volunteers to assemble baskets. Sell the fruit baskets around holiday time or raffle them off at school events.
* Switch out the bake sale for a smoothie sale. Instead of the traditional school bake sale, try selling smoothies during or after the school day. This does not require many materials besides a few donated blenders, cups, and smoothie ingredients. Include a variety of fresh or frozen fruits and low-fat and low-sugar yogurts for children to design their own creations.
* Create a school “farm stand.” During the fall months, highlight seasonal produce like pumpkins, gourds, and squash. Students can bring these home for cooking or decorating.
* Sell culinary herbs and spice sets. Herbs and spice sets make great gifts for the holidays and year round while promoting cooking and healthy family meals.