



WHY PUT THE 'FUN' INTO FUNDRAISING?

A great education starts with kids having the energy and focus to learn at school. Boosting healthy and delicious food and drinks options at school can improve kids' concentration, mood, memory, learning, academic performance and mental wellbeing and give them the fuel they need to thrive.

We need to surround our kids with delicious, healthy food and drinks, wherever they spend their time, but especially at school. This also means surrounding them with consistent messages about healthy eating across all areas of the school, including healthy fundraising and marketing. So, it's time to put the fun back into fundraising and give your branding a healthy boost. Be part of the change today!

Providing healthier food and drinks also helps to meet the Department of Education and Training's [School Canteens and Other School Food Services Policy](#).

Making changes to your fundraising or marketing might seem overwhelming but there are smaller 'bite' sized actions you can do to get started.

- **Add health appeal to meal deals** – replace any unhealthy food or drink canteen promotions (sugary drinks, confectionary, pastries, chips, baked goods, etc.) with healthier food and drinks.
- **Make a positive impact with advertising and marketing** – remove all unhealthy food/drink branding in school (including decals on drinks fridges/vending machines and ice cream freezers; and snack holders and stands/menu boards/straw holders/signage in canteens).
- **Get creative with healthy fundraising** – limit unhealthy fundraising to 1–2 occasions per year, replace with healthier options (i.e. non-food option such as walk-a-thon).

The process is the same for each of the bites. You can try one 'bite' at a time or do them all at once. It's up to you. Whichever approach you take, this guide will support you through each step of the way. Let's get started!

GET CREATIVE WITH HEALTHY FUNDRAISING – WHAT'S INVOLVED?

This bite involves limiting unhealthy fundraising to 1–2 occasions per year and replacing with healthier options. Unhealthy food fundraising includes:

- chocolate sales/drives
- cake stalls
- pie drives
- donut days
- sausage sizzles.

To **get creative with healthy fundraising**, follow our three simple steps:

1. REVIEW

2. PLAN

3. ACT

CELEBRATE!



STEP ONE: REVIEW

Start by identifying the food-related fundraising activities currently being run or planned by your school.

Make a note of how many food-based fundraising activities your school has planned, and then note if they include unhealthy foods and/or drinks.

Unhealthy food and drinks includes confectionary, sugary drinks, fried foods, pastries, baked goods or snack food items e.g. chocolate, cakes, lollies, meat pies or soft drink.



STEP TWO: PLAN

The next step involves planning how you will make the changes.

Who will you need to talk to about your school's approach to fundraising? Is it the Parents and Friends Association? The school council? A student council? The school canteen? Start some conversations and see if there's a fundraising plan for the upcoming year.

If your school currently runs more than two fundraisers per year with unhealthy food and drink options, consider which activities you could change. There are plenty of healthier fundraising activities you can try, including:

- healthy barbecues, go here for more
- local fruit and/or vegetable boxes – a great chance to connect with local producers
- for schools without an onsite canteen: sushi day once a term
- seasonal fruit or vegetable drives, such as a December mango fundraiser
- snack packs, such as popcorn packs, dried fruit truffle balls, roasted chickpeas or nuts, or dried fruit, nut and muesli nibble mixes
- get a smoothie bike for your next fete or school event
- theme days at your canteen: celebrate cultural diversity in your school community by running a fundraising day that sells a range of healthy foods from around the world.



You could also replace an unhealthy fundraiser with these popular non-food fundraisers:

- **gold coin days:** request a gold coin donation to participate in themed dress up days (e.g. crazy hair day, dress like a superhero day, pyjama day) and fun social activities such as school discos, concerts or games days
- **colour runs**
- **run, walk, bike, skip, dance, swim and skate-a-thons**
- **read-a-thons**
- **trivia nights**
- **healthy cookbooks** created by your school community
- **raffles or auctions:** sell raffle tickets or take auction bids for donated goods and services from local businesses such as movie vouchers, haircut vouchers or gift hampers
- **Entertainment book.**

Confirm which healthier food options or non-food options will be used. For more ideas and information head to:

- **Healthy fundraising guide:** ideas to promote health while still making a profit
- **Healthy food fundraising ideas**
- **Non-food fundraising ideas**

Sometimes it helps to develop a shared set of principles for school fundraising (e.g. supports local businesses, healthy for people and planet, builds social connection and community).



PREPARING FOR CHANGE

Look for ways to engage the whole school community in making changes. Take opportunities to talk to families, staff, students, canteen staff and volunteers to get a sense of the ‘appetite’ for change and the best way to introduce different fundraisers. Changing the culture of fundraising can take time. Get involved (and find other supporters) on the Parents and Friends Association, School Council, Sustainability Club or Wellbeing Committee if there is one. You can make changes all at once or use a gradual approach.

All at once involves making the changes overnight or all in one go. An ideal time to do this is at the beginning of a new school year or term. This is the quickest approach and usually works best if you are only introducing a few changes and when you know there is good support for change.

A gradual approach involves making changes gradually over time. This option gives your school more time to remove or replace planned unhealthy fundraising activities. For example, changing the least popular unhealthy food fundraiser to a healthier food or non-food fundraiser.



STEP THREE: ACT

Now you’ve done all the groundwork, it’s time to put it into action.

Remember, this is just one of the ‘bites’ you can do to put the fun into fundraising and give your branding a healthy boost. Check out [‘Add health appeal to meal deals’](#) and [‘Make a positive impact with advertising and marketing’](#).





CELEBRATE

Great job! You've finished the 'Get creative with healthy fundraising' bite for Vic Kids Eat Well. Make sure you share the good news with the whole school community and communicate how you will continue your great work in the other action areas of Vic Kids Eat Well.

FOR FURTHER HELP

Vic Kids Eat Well tech team

For advice or assistance regarding program support and delivery, setting engagement and website database issues

- 1300 18 57 25
- vickidseatwell@cancervic.org.au

Your local Health Promotion Officer

For on the ground support

Full name: _____

Job title: _____

Organisation: _____

Contact no. _____

Email: _____



If you are having trouble accessing this document, please email vickidseatwell@cancervic.org.au or call **1300 185 725**

Vic Kids Eat Well is supported by the Victorian Government, and is delivered by Cancer Council Victoria's Achievement Program, in partnership with National Nutrition Foundation's Healthy Eating Advisory Service

