



School Fundraising Resource Guide

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Introduction

Fundraising is changing in California's schools. As a parent and/or school administrator, you may be trying to raise additional money for your child's classroom/school community. But some of the tried-and-true methods are no longer right for our schools and communities. Selling candy bars or relying on vending machines stocked with sugary sodas and snack foods high in fat and calories are no longer desirable ways to raise money. These products may have negative health effects on students, staff, faculty, and families who are already struggling with serious health problems such as childhood obesity and skyrocketing rates of type 2 diabetes. The health implications of selling so called "junk food" or "foods of minimal nutritional value" are leading parents and administrators to use alternative fundraising activities to provide positive ways of earning money for school programs.

In addition, state and local governments agree that school environments should support learning and support and promote healthful foods. In California, legislation known as Senate Bill (SB) 19 and SB 965 (*See page 8*) ties school food options more closely to the Dietary Guidelines for Americans, with an emphasis on whole grains, fresh fruits and vegetables, and low-fat protein foods. San Jose Unified School District has adopted a Wellness Policy that supports SB19 and 965, and has already made changes in the cafeterias and vending machines on all school campuses. Sugared sodas and fried junk foods that provide more fat than nutrition are out, while wholesome, tasty snacks based on fruits, vegetables, and whole grains, washed down with refreshing water, milk or juice, are in.

The next place that the district is looking to make a difference with respect to nutrition and health is in area of fundraising. Even though the Wellness Policy limits the sale of "junk foods" up to ½ hour before and ½ hour after school, there is concern that if schools promote sales of junk food after this time frame, children will be receiving mixed messages, such as "It's not OK to eat junk food during school hours, but it is OK to do so after school." Parents are beginning to realize the confusion this can cause among children, and want alternative fundraisers that provide a consistent message to their children.

The good news is that there are many options for creative, innovative fundraisers that will encourage kids, parents, and school staff to have fun and raise funds in ways that promote health and wellbeing. The purpose of this resource guide is to start your school organization on the path to a fund-raising project that will generate both fun and funds in a positive way!

Getting Started

To begin with, you will need to choose a fundraising idea that fits your school's needs and interests, as well as being in alignment with the SJUSD Wellness Policy and state laws.

San Jose Unified School District's Wellness Policy on Fundraising

See: [http://www.sjUSD.org/pdf/parents/stud_wellness_nutrition .pdf](http://www.sjUSD.org/pdf/parents/stud_wellness_nutrition.pdf)

Every effort will be made to encourage fundraisers that reflect our commitment to student health and wellbeing. Fundraisers that encourage the sale of non-food items, nutritious food items, and physical activity events are strongly encouraged.

The Superintendent or designee shall set standards for school organizations to use healthy food items or non-food items for fundraising purposes. The Superintendent or designee shall ensure that all food and beverages meet the nutritional standards established by the board of education and/or at a minimum required by the State of California.

When raising money for district schools or student groups by selling food items, organizations must choose items that meet nutrition standards. All fundraisers involving the sale of food shall be planned in cooperation with a Student Nutrition Service representative, and presented to the principal or designee for review of compliance with this policy and state laws. *Please see Pages 5 & 6 for appropriate forms.*

This guide provides many fundraising ideas for you and your group to consider. Once you have narrowed down the list of choices, a little bit of research and organization will have you on your way. Broadly speaking, fundraising activities can be divided into activity-based events (such as walk-a-thons or auction nights), limited-time sales (for instance, sports apparel with special school logos or dog and cat treats), and ongoing programs (like retail scrip programs or recycling initiatives). Including appropriate school staff and faculty, as well as many parents (and older students) and even community leaders, can give your project the best base for success.

This guide also provides ideas of where/how to start your planning. (*See the extensive lists in Appendices A & B*). Remember that **you** make the best advocate for your school! This guide contains some telephone numbers, but local businesses suggested here are most receptive to your ideas if **you** approach the owner or manager in person. Only you can explain why each business would make a natural partner for your fundraising plans. Your enthusiasm will help illustrate the kind of customer loyalty that these businesses will be generating when they commit to working with you. If you are going to try canvassing an established retail area, such as Lincoln Avenue in Willow Glen for good fundraising leads, prepare a letter to hand out (*See Appendix C for a Sample Merchant Letter*), listing the reasons why the business should support you, and reminding them that any contribution they make will be tax deductible. Have your school's tax ID number ready, in case any of the stores you visit are ready to take you up on your plans right away. Be ready to make some detours to the smaller side streets as well. The businesses located there are no less interested in supporting area schools, but they are less likely to have been approached in the past. Don't overlook them as valuable fundraising allies!



SAN JOSE UNIFIED SCHOOL DISTRICT

Request for Approval for Fundraising Event San Jose Unified School District

*Please submit form to your school's Principal or Assistant Principal
at least 12 weeks in advance of your event.*

Name of School: _____
Date Form Submitted _____
Person submitting form _____ Title _____
Email address _____ Phone _____

Description of what will be sold or how money will be raised (e.g. walkathon; wrapping paper)

If food is being sold, describe types/kinds of food.

**Fundraising events involving food sales must be reviewed by Student Nutrition Services,
Chuck Davis, Manager (chuck.davis@sjusd.org; fax: 535-2359)**

Purpose of fundraising event (e.g. ASB, science camp, etc.) _____

Event Sponsor: ASB _____ PTA _____ Home & School _____ Other _____

Proposed date(s) of event: _____ Contact person for event: _____

Location of proposed activity: _____

Account number (if applicable): _____

Status of event: _____ new event _____ held previously (years) _____

NOTE: Revenue potential form must be attached

Principal or designee approval:

Signature _____ Date _____

Reviewed by SJUSD: _____	Date: _____
Approved _____	Denied _____ Date: _____

Options For Fundraising On And Off-Campus

A. Student Stores

Student stores offer a way to give students and staff the nourishment they need to optimize academic achievement and physical health, while also realizing a profit for your school or club. As your store transitions to offering more healthful foods and beverages, marketing can be your ally in maintaining business success. Use advertising and promotions to let your campus know that your store offers delicious, wholesome foods and beverages that will give students the energy they need to perform well during the school day. Some key considerations as you choose which items to offer from those that are in alignment with the Wellness Policy are as follows:

- **Variety:** Offering a selection of different nutritious items, at different prices, will let your store meet the needs of your customers.
- **Convenience:** Providing healthy foods that are also convenient to purchase and eat, such as pre-packaged apple slices accompanied by small cups of peanut butter will drive sales.
- **Taste:** Providing customers delicious, all-natural juices and fresh, crispy apples, for example, allows the word to spread quickly that your store is a great place to get a tasty snack. Studies show that when tasty, fresh food is available kids do eat it and like it!
- **Price:** By purchasing your supplies at discounted, bulk rates, your store will be able to offer attractive prices to students and staff, giving them another great reason to make a healthy choice while supporting your school.
 - Note: be sure you price your fresh fruit LOWER than packaged foods such as chips. This will drive consumption of healthier items. Experience at a SJUSD middle school showed that students are happy to spend \$1.00 - \$1.50 for bottled water/Gatorade and \$0.75 - \$1.00 for a bag of baked chips, but they rarely wish to spend more than \$0.25 for a piece of fruit (apple, banana, orange, pear, plum, etc). Although the actual cost of the fruit might be more that \$0.25, the price difference is made up through sales of beverages/chips—and students will eat healthier.

How do you know if snacks you want to sell meet California nutrition standards? Check the standards calculators at <http://www.californiaprojectlean.org/calculator/> to determine if an individual food item meets the food standards for calories, fat, saturated fat, and sugar established by California's legislation.

See page 8 for food and beverage standards, and Appendix D for a list of snacks/beverages available locally that meet state guidelines for healthy foods and beverages. You can also partner with Student Nutrition Services to provide healthy choices for your student store.

Food and Beverage Standards

See: <http://www.californiaprojectlean.org/calculator/nutritionStandards.asp>

Senate Bill (SB) 12 and SB 965, passed in 2005, set standards for foods and beverages sold in California public schools effective July 1, 2007. All schools (K-12) in SJSU must meet these guidelines. In elementary schools, food standards apply at all times and beverage standards apply before school and up to ½ hour after school. In middle and high school, the food and beverage standards apply ½ hour before school until ½ hour after school.

SB 12 compliant foods are those foods sold outside of the federally reimbursable meal program and must meet the following standards:

Elementary Schools

Individually sold dairy items and whole grain food items must meet the following standards:

- No more than 35% total calories from fat
- No more than 10% total calories from saturated fat
- No more than 35% total weight from sugar
- No more than 175 calories per individual food item

These foods are always allowed: non-fried fruits/vegetables, nuts, nut butters, seeds, eggs, and string cheese.

Middle and High Schools

Snacks: Snacks are generally regarded as supplementing a meal, and include such items as chips, pretzels, crackers, nachos, French fries, onion rings, donuts, cookies, pastries, cinnamon rolls, candy, bread, bagels, baked potatoes (plain), egg rolls, trail mix, jerky/dried meat sticks, popcorn, Poptarts®, energy/cereal bars.

- No more than 35% total calories from fat (*see exclusions)
- No more than 10% total calories from saturated fat
- No more than 35% total weight from sugar (excluding fruits and vegetables)
- No more than 250 calories per individual food item

*Exclusions: The following foods do not have to meet the fat and saturated fat limits for snacks but must be 250 calories or less per serving: non-fried fruits/vegetables, nuts, nut butters, seeds, eggs, and cheese packaged for individual sale (e.g. string cheese).

SB 965 compliant beverages include:

- Water with no added sweetener
- 2%, 1% or nonfat milk, soy milk, rice milk and other similar nondairy milk
- Fruit or vegetable-based drinks that are composed of at least 50% fruit or vegetable juice and have no added sweeteners
- Electrolyte replacement beverages that have no more than 42 grams added sweetener per 20oz. serving (**middle and high school only!**)

B. Partnership Program with Student Nutrition Services

Student Nutrition Services has created a wonderful opportunity for student groups and clubs to make money by helping sell healthy food during the lunch period from specially designed food carts. This well-established program is in place in many middle and high schools and has brought student groups significant revenue over the years. For more information, please contact Chuck Davis, Manager Student Nutrition Services (Chuck_Davis@sjsu.edu; 535-6021 or Ann Puth (Ann_Puth@sjsu.edu).

C. Sample Fundraising Activities And Events

1. A-Thons: Walk-a-thons, jog-a-thons, read-a-thons, jump-rope-a-thons...the list of possible contest ideas in which students solicit sponsors and pledges to raise money depending upon the number of laps, or books, or math problems, etc. completed is limited only by your imagination! These are terrific fundraisers for promoting activities and skills that are in sync with the goals of your school. Whether dancing, spelling, biking, or hop-scotching, these activities are profitable, easy, and encourage mental and physical health.

2. Auctions: Local merchants as well as talented parents or professional family members may all be persuaded to provide items or services for auction at a special event. Gifts, gift certificates, theme baskets, or professional services such as house cleaning or hair cutting, are all desirable auction items. If you can solicit high-quality items from local merchants, you may be able to raise significant money with this fundraiser. By charging a small fee for the attendees, you will be raising even more money for your school.

3. Babysitting nights: Parents or older students (high school kids) volunteer their time as babysitters, while other parents pay a reasonable fee to enjoy a pleasant night out, while knowing that their younger children are in good hands and that they have helped support your school.

4. Bowling or skating night: This is a fun activity that will help everyone have a bit of retro fun while burning a few calories as well! Partner with a local bowling alley that may appreciate the publicity your event can provide.

5. Car wash: There is a reason these are such popular fund-raisers. They are easy to put on, fun to participate in (not to mention providing physical activity for the car-washers!), and provide a service that many community members need and are happy to pay for, especially when they know they are supporting a good cause by making sure their car looks great. This could be even more lucrative if paired with another fundraiser, such as a beverage stand providing healthful, refreshing drinks for customers to enjoy while their cars are washed.

6. Festivals: This is a more elaborate fundraiser to plan and put-on, but it can also be a huge money-maker. If you have a dedicated and energetic fundraising leadership team, a festival may be more than worthwhile to consider. Don't forget to sell healthy food rather than cotton candy! One elementary school in San Jose Unified has a yearly "Pumpkin Bust" around Halloween, with a pumpkin patch, fun activity booths, a haunted house, and the most popular—the "scary hair" booth. Think about Harvest Festivals in the fall, and Spring Flings in the spring.

7. Celebrity events: Consider a basketball game or dance attended by local celebrities. This one will be more successful if you can get a lot of parents involved early on – after all, you never know which family may be related to a television personality, sports figure, or author who could provide a real draw for attendees at your event.

8. Dinner benefit: Work with a local restaurant to provide a night out for school families, with some percentage of their check going to directly to support your school when customers bring a flyer with them when they dine. This is a great way to publicize local restaurants that prepare healthy meal alternatives to fast food. Typically, supporters need to bring a flyer with them and hand it to the cashier when paying. *See Appendix E for sample event flyer.*

9. Farmers' markets: Consider asking local farmers' markets, such as those that are part of the Pacific Coast Farmers' Market Association (www.pcfma.org (925) 825-9090) or Urban Village Farmers' Markets (www.urbanvillageonline.com (510) 745-7100), to work with you to bring fresh, local, seasonal produce directly to your school, or to encourage members of your school community to shop at the farmers' markets. One way to do this is for the farmers' market to provide coupons to your school, to be used at the farmers' market. At the end of the season, the farmers' market can provide a cash gift to the school in proportion to how many coupons have been used at the market.

10. Fashion show or benefit shopping days: Plan a fashion show with local merchants providing coupons or gift certificates for clothing and attendees paying a fee that goes straight into your fundraising pot. Some stores, such as bookstores and major retailers (Macy's), provide "benefit" shopping days where a portion of the sales made by community members goes back to the school. (call Macy's Community Relations Hotline for more information at 800-287-7426).

11. Gift wrapping: Partner with a local retail establishment to provide gift-wrapping during holidays in exchange for a donation.

12. Golf tournament: This very popular game can also provide an opportunity for family fun and a little activity. Consider also partnering with a mini-golf course for a similar fund-raiser that would let community members of all ages and skills participate.

13. No-Bake Sale: Since nobody really wants to buy another low-quality brownie or chocolate bar anyway, but they DO want to support schools, a no-bake sale is a silly way to raise money. Students get to use their imaginations designing cards or pictures of slightly dubious treats with their prices, such as Hideously Salty Brownies \$5.00, then sell these pictures as mementos to family and friends in exchange for promising NOT to actually make the snack!

14. Raffles: Selling tickets to enter into a drawing for desirable prizes is an easy idea that can be integrated into many other fundraising activities, such as a dance or talent show, or the raffle can be held as a stand-alone event. Area businesses may be interested in donating a high-value prize, which will make it easy to sell tickets.

15. Rent-a-helper: For older kids, offering their services as a dog-walker or lawn mower in exchange for a donation can be lucrative, and may also help the students learn early job skills that will come in handy later in their lives.

16. Spelling bee: A great way to update this classic is to have the parents, teachers, and principal do the competing, while kids sell the tickets and act as the M.C.s.

17. Talent or magic show: This is an old-fashioned, completely fun way to raise money, while contributing to the feeling of community that makes your school such a special place to be. The more students, parents, teachers, and staff you can get involved, the more successful you will be – and the more entry fees you will be able to charge!

D. Activities That Are Also Sales

1. Back-to-school bulk buying: When you purchase back-to-school items in bulk, then repackaging them for sale to individual students and their families, you are able to take advantage of low bulk purchasing prices, while making sure that every student that buys the package of supplies gets exactly what they need for a successful start to the new year, at not much more than the price they would have spent trying to purchase each item separately at the store. Your school organization then pockets the difference.

2. Calendars: Creating a class calendar is a fun activity that even the youngest kids can enjoy participating in. Once it has been designed and printed (consider Kinko's or one of the many web-based companies listed in the Internet Resource section), sales of the special calendar will help provide funds for even more fun and educational activities.

3. Ceramic tiles: Families can purchase small ceramic tiles for a donation, decorate the tile together as an artistic, bonding activity, and then the tiles can be placed along a wall or walkway in your school for families to cherish in the years to come.

4. Cookbooks or scrapbooks: When students create their own scrapbook, or a cookbook of healthy family favorites representing the many different cultures and cuisines in their class or organization, they get to learn valuable skills that can include graphic design, word processing, and editing. When they go on to sell these special, handmade books at auctions or other school events, they help support their school with the money raised, while providing a special memento to the purchaser.

5. Healthy food concessions: Any sport or arts event at your school makes a natural place to include some fundraising. People will be thirsty and hungry as they cheer on the team, so why not provide them with some wholesome, nutritious snacks that will also provide additional funding for your school? Ideas for more healthful foods and beverages to consider vending are fruit smoothies, lean ground turkey or vegetarian burgers, fruit or veggie kabobs, and salads. Include a selection of thirst quenching drinks such as fruit juice, icy cold water, low fat milk and soymilk, and people will really enjoy your stall. This kind of delicious fresh food promotes healthy eating at your school event, which will leave a good taste in everybody's mouth and a pretty penny in your pocket.

6. Singing telegrams: Selling tickets for the delivery of singing telegrams is a great alternative to selling candy for special days like Valentine’s Day or Mother’s Day. Candles and balloons are another way to mark these days – much healthier and more fun than giving the cavities and unwanted pounds that can accompany a box of chocolates!

E. Sales

Most of the items listed here can be purchased through fundraising companies listed on the Internet. (*See section on Internet that follows and Appendix B.*) It may be worth your time to shop around to find the best deal on bulk purchases of these items, as that will leave more profit in the pocket of your school. Other items can be made or donated by students, families, or local retailers.

1. Apparel: Sports gear, school spirit sweatshirts, and club T-shirts are all great items to sell. Such sales support your school financially, but also increase school spirit and identity, as everyone proudly declares that your school is their school. An important consideration may be the storage area that you will need to hold these bulky types of items between sales events.

2. Books: This is a natural fit for schools, as book sales raise money while also supporting school goals for nurturing the love of reading. There are national companies that specialize in book-sale fundraisers, but you could also do it yourself, with a used book sale.

3. Bottled water: Emblazoned with your school logo on the label, this a healthy way to promote your school while raising some extra dollars.

4. Buttons or pins: These are very cheap and easy to make or order, and can be a simple way to promote an event or celebrate a special school achievement.

5. Candles: Natural or soy-based candles can be marketed as an especially attractive gift, good for the environment and for your school’s fundraising.

6. Coupon books: Coupons for the types of local businesses that everyone relies on – oil changes and haircuts – are popular and useful items to sell.

7. Family or glamour portraits: These make one-of-a-kind mementos for busy families to look back on and appreciate in the years to come. Approach local photographers to inquire if they will offer a discount and then give the difference to your school. Consider Sears (Eastridge Mall, 408-223-2145) or J.C. Penney’s (Eastridge Mall, 408-238-0300) as well.

8. First aid or emergency kits: Support the health of your community by selling these kits, tailored for home or car use. In California, it might make sense to tailor these kits to include earthquake preparedness information and items such as a gas shutoff wrench.

9. Frisbees: Emblazoned with your school logo or mascot, this is one item that will really encourage your community to get up and get moving.

10. Gift certificates: This type of donation for a sale will be attractive to local retailers as a way to raise their visibility in the community.

11. Gift wrap and gift-wrapping supplies: Tie this to an event where students provide wrapping services for a small fee, and your profits will increase even more.

12. Greeting cards: Consider having students design their own.

13. Jewelry: Internet companies make it easy and affordable to stock up on trendy jewelry, which your school can then sell for a profit.

14. Magazine subscriptions: Do your homework when choosing a company to work with. For example, make sure the company delivers the magazine in a prompt and reliable manner, and also that the company gives enough of the money raised back to the school. Many of these operations give only a very small fraction of their profits back to you.

15. Mugs: Make these special with a school message printed on the side. Consider packaging them together with a box of tea in an attractive package, and selling these unique gifts at a school auction.

16. Pet items: Many people love their companion animals as if they were family members. Make money by giving them a selection of carefully chosen pet treats, toys, and accessories to purchase for their beloved cat or dog.

17. Plants, flowers, seedlings: Work with a local nursery to provide a broad range of living plants for sale to avid gardeners in your community. Gardening is an active pastime that also promotes a more beautiful community. Flowers are a natural at Valentine's Day, while mistletoe might be fun to sell in December.

18. School spirit items: Lanyards, key chains, car visors, license plate frames, pencils and more are all easily identified by your school name or logo. These are inexpensive for purchasers, but over time, they may contribute a substantial amount to your fundraising efforts. Plan ahead so that you know where and when you will sell these items, and where you will store them between sales opportunities.

19. Seasonal wreaths: These make a beautiful and long-lasting gift that people will be happy to purchase for loved ones.

20. Stadium pillows: For the sports enthusiasts in your community, consider a package with stadium pillows, spirit flags, tickets to the game, and a bullhorn! This would make an appealing gift package to be sold at a school auction.

21. Stickers or bumper stickers: Customized stickers are fun and popular trading items with kids. A plus is that this type of sale is very easy.

22. Stuffed animals: Selling these cuddly friends for Mother’s Day or graduation is a terrific way to support your school, while providing an alternative to selling the same old candy that everybody else has.

23. Temporary tattoos: These can be customized to advertise the name of your school or club, and again – this is a very easy, portable, and popular fundraiser.

24. Trash and treasure or yard sale: This gets everybody involved, is pure profit for your school, and has the bonus effect of cleaning out garages and attics!

25. Wishes: Along with the No-Bake Bakesale, this is a clever way to make money out of thin air! Have students fill out cards with a variety of fantasy wishes and their prices, then sell them to friends and family in exchange for some fun and the card. “One year spent in the South of France \$10” – who wouldn’t snap up a bargain like that?

F. Ongoing Fundraisers

Some types of fundraisers can be planned and held throughout the school year. It will help to have a specific person or team take the lead in organizing this type of activity, but it can be very lucrative over the course of the year.

1. Back-to-School programs: Some retailers, such as Office Depot, offer percentages of sales back to your school when the purchaser brings in a flyer or gives the name of their school at the checkout register.

2. Healthy food and snack sales: Whether it is the choices your school makes about stocking vending machines, or the options available at the student store, look for opportunities to promote nutritious foods like nuts, cheese, and fresh fruits while making additional money to support school programs. To evaluate your potential food items for sale in a fundraiser see California Project LEAN’s Food Standards Calculators at: <http://www.californiaprojectlean.org/calculator/>.

3. Corporate donations: Many national companies will support your school with the donation of items for gift baskets, and also with cash donations to match employee contributions to their kids’ school. Look to retailers such as Peet’s Coffee, Starbucks, Levi Strauss, Charles Schwab, Macy’s, Radio Shack, Wells Fargo, and Bank of America to either provide items for school events or to match employee donations. Then make sure the parents at your school know about these programs, and encourage them to ask their employers about whether such benefits are available at their workplaces.

4. Recycling: Cans, bottles, paper, or even inkjet cartridges can all be collected and recycled for profit. This has the added bonus of being good for the environment, and it’s practically free money – a way to make profit out of something that would have otherwise been thrown in the trash. Be aware that it will also require ongoing commitment to storing the recyclables and making trips to the recycling center. For example, Staples (www.staples.com) donates \$1.00 to local schools for each ink jet cartridge that is dropped off, however, Rapid refill ink (www.rapidrefillink.com) is offering up to \$4.00 for each used printer cartridge turned in. Online

donations can be made through Empties4cash.com, or www.fundingfactory.com, which offers free shipping and the option to exchange cartridges and cell phones for cash or merchandise.

5. Scrip: Scrip and e-scrip programs are popular fundraising programs that are often already well established in your community – all you have to do is tap into the plan, and publicize it to your school families! These programs may take the form of gift certificates, which your school buys at substantially reduced prices, then sells to parents or staff at face value. Alternatively, supporters register at stores with loyalty cards, debit or credit cards. When they make purchases from participating stores using these cards, the retailer contributes to your organization, based on purchases made. With the increasing reliance on using computers to track these programs, they are virtually paperwork free and automatic, once the program is in place. Many national retailers (Safeway, Albertson’s, Target, L.L. Bean, Barnes & Noble, Expedia, Macy’s, Nordstrom, etc.) have similar programs – you just need to decide which ones the families in your community are most likely to support.

6. Cell phone rebates: Some cell phone carriers have programs that benefit schools. For example, Verizon customers can earn 5% of their monthly long distance charges for their school by simply signing up! <http://www22.verizon.com/foryourhome/extracredit/main.asp>

G. Internet Resources

1. 123Fundraising.com www.123fundraising.com

This site includes a list of many different companies specializing in providing products and ideas for school fundraisers. There are tabs you can click on for fundraising tips, as well as books and other resources to organize your fundraiser. The amount of information here is huge, and you will need to read carefully to find the products or companies that are a good fit for your school.

2. Fund-Raising.com www.fund-raising.com

This is an information clearinghouse, with updates about many corporate and commercial fund-raising programs. The “community” link will bring up a broad range of forums where you can post questions or ideas about how to best announce and market your fund-raiser, how to recruit help from parents and community members, and more technical information about accounting, record keeping, and tax issues.

3. Fundraising Ideas www.fundraising-ideas.org

“Do-It-Yourself” fundraising ideas are prominently featured here, with information on how to hold a goat insurance fundraising drive, as well as a “Bakeless Bake-sale” – humorous, light-hearted ideas perfect for schools that are moving away from selling unhealthy foods. There is also an extensive list of commercial fund-raising companies, tips and information on how to hold a profitable fund-raiser, and more. Clicking the “snack” or “gourmet food” links brings up some alternatives to selling chocolate bars, but you will need to screen these carefully to make sure that the products you are interested in are in alignment with your school and district wellness policies.

4. Fundraising Mom www.fundraisingmom.com

This personal website was compiled by a mother who saw the Internet as a great way to raise funds for her child's preschool, without having to peddle candy bars and junk foods. There is a wealth of ideas here for various types of online fundraising possibilities, such as auctions or setting up direct donations sites, as well as ideas and links for "bricks and mortar" fundraising.

5. Fundraising Web www.fundraisingweb.org

This site is well-organized, with headings that let you search for ideas by product, by company name, and even by company location. California boasts several innovative fundraising companies, such as Empties4Cash, which recycles inkjet cartridges, and Digi-Labs, Inc., which helps your school create a customized calendar to be sold at school events. This feature lets you keep the fundraising locally based, which will benefit your community as well as your school.

6. Healthy Fundraising & Vending Options www.actionforhealthykids.org/

Action for Healthy Kids is a public-private partnership of more than 50 national organizations and government agencies representing education, health, fitness and nutrition. It addresses the epidemic of overweight, sedentary, and undernourished youth by focusing on changes in schools to improve nutrition and increase physical activity. This site is chock full of up-to-date resources as well as descriptions of what's working in schools across our nation.

7. NoJunkFood.org www.nojunkfood.org/fundraising

Grassroots activism is at your fingertips with this user-friendly website, which provides inspiring stories about local communities that have worked together to create healthier environments for their students. There are ideas for alternative, healthier fundraisers for schools, suggested products and vendors, updates on pending legislation that will affect school food policies in school districts nationwide, and ways for individuals or school organizations to become active themselves in lobbying for positive changes.

8. School Fund Raiser Ideas: Alternatives to Selling Junk Food and Soda

<http://departments.oxy.edu/uepi/cfj/>

The Center for Food and Justice at Occidental College provides this informative site, which gives background information about various efforts to improve the school food environment when you click on the projects tab. There are links to follow for Farm-to-School programs, examples of school districts that have been innovative and successful in creating healthy fundraisers, and community actions to make healthy foods accessible and affordable in schools. Enter "fundraising" as a search term, and you will pull up a list of ideas and resources for fundraisers that are supportive of these goals.

9. School Nutrition Association <http://www.schoolnutrition.org/Index.aspx?id=2424>

Full of information about successfully implementing wellness policies in our nation's schools, this website offers much more than facts and statistics. It offers a toolkit with talking points for promoting healthy school meals, recipes, an "Ask the Nutritionist" feature, and news links to many current stories about pending legislation and parents and schools working together to improve school environments.

10. Western Fundraising Programs www.westernfund.com

If your school has considered holding a walk-a-thon, read-a-thon, or spell-a-thon as a fundraiser, this site can give you suggestions on how to be successful. If you click on the "comput-a-thon outline" tab, you will immediately pull-up step-by-step instructions for how to hold this type of fundraiser at your school. First aid kits and auto visor clips are other easy choices, but you'll want to avoid the candy and cookie-based fundraising ideas that are also listed.

11. Healthy Fundraising USA. www.partnersforhealthykids.com.

The company's name speaks for itself. Almost everything offered is SB 12/19 compliant. The company strives to comply with all school wellness policies. Potential 50-90% profit on products – includes fruit, nuts/seeds, nutrition bars, candles, and teddy bears.

12. QSP Reader's Digest Magazines www.qsp.com

Who doesn't read magazines these days? The beauty of this fundraiser is that once your school has an account, subscribers can continue to order on-line and the school will continue to receive money.

Appendix A

Ideas for Healthy Fundraising Alternatives for Schools, Sports and Clubs

Items You Can Sell

- ▣ Activity theme bags
- ▣ Air fresheners
- ▣ Balloon bouquets
- ▣ Bath accessories
- ▣ Batteries, flashlights
- ▣ Books, calendars
- ▣ Brick/stone/tile memorials
- ▣ Bumper stickers and decals
- ▣ Buttons, pins
- ▣ Calendars
- ▣ Candles
- ▣ Cookbooks made by schools
- ▣ Christmas ornaments
- ▣ Christmas trees
- ▣ Coffee cups, mugs
- ▣ Cookbooks
- ▣ Coupon books
- ▣ Crafts
- ▣ Customized stickers
- ▣ Emergency kits for cars
- ▣ First aid kits
- ▣ Flowers, bulbs, plants

- ▣ Foot warmers
- ▣ Football seats
- ▣ Giant coloring books
- ▣ Gift baskets
- ▣ Gift certificates
- ▣ Gift items
- ▣ Gift wrap, boxes, and bags
- ▣ Greeting cards
- ▣ Hats and jewelry
- ▣ Holiday wreaths
- ▣ Key chains
- ▣ License plates or holders with school logo
- ▣ Magazine subscriptions
- ▣ Megaphones
- ▣ Mistletoe
- ▣ Monograms
- ▣ Pet treats/toys/accessories
- ▣ Plants
- ▣ Pocket calendars
- ▣ Prepaid phone cards
- ▣ Raffle donations
- ▣ Scarves

- ▣ School art drawings
- ▣ School Frisbees
- ▣ School spirit gear
- ▣ Scratch-off cards
- ▣ Sell/rent wishes
- ▣ Souvenir cups
- ▣ Spirit/seasonal flags
- ▣ Stadium pillows
- ▣ Stationery
- ▣ Stuffed animals
- ▣ Temporary/henna tattoos
- ▣ T-shirts, sweatshirts
- ▣ Valentine flowers
- ▣ Yearbook covers
- ▣ Yearbook graffiti

Healthy Foods

- ▣ Frozen bananas
- ▣ Fruit and nut baskets
- ▣ Fruit and yogurt parfaits
- ▣ Fruit smoothies
- ▣ Lunch box auctions
- ▣ Trail mix

Things You Can Do

- ▣ Art show
- ▣ Auction
- ▣ Bike-a-thons
- ▣ Bowling night/bowl-a-thon
- ▣ Car wash (pre-sell tickets as gifts)
- ▣ Carnivals
- ▣ Craft sales
- ▣ Dances (kids, family, father/daughter, Sadie Hawkins)
- ▣ Family/glamour portraits
- ▣ Festivals
- ▣ Fun runs
- ▣ Golf tournament
- ▣ Hoop- or Jump-rope-a-thon
- ▣ Magic show
- ▣ Raffle
- ▣ Recycling cans/bottles/ paper
- ▣ Singing telegrams
- ▣ Skate night/skate-a-thon
- ▣ Talent shows
- ▣ Tennis/horseshoe pitching competition

For additional information on fundraising, please see:

www.fundraisingdepot.com
www.stretchablebookcovers.com
www.common-threads.com
www.partnerforkids.com
www.brickstonegraphics.com

www.y-flies.com, www.fund-raising.com
www.riplerileythomas.com
www.efundraising.com
www.fundraisingbeads.com
www.nudayfundraising.com

www.asp.com
www.currentfun.com
www.dulcوپrinting.com

Adapted from *Creative Financing and Fundraising*, Shasta County Public Health

Appendix B

A wide variety of fundraising companies work with schools. Examples are listed below, most of which work with schools throughout the country. CSPI does not endorse any of these companies, but provides their contact information for the convenience of readers.

A. Fruit

Cushman's Fruit Company

Phone: (800) 776-7575
Fax: (800) 776-4329
Website: www.honeybell.com
Email: fundraising@honeybell.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

Fruition

Phone: 800-481-FRUIT (3784)
Website: <http://fruitiongifts.com>
Email: fundraisers@fruitiongifts.com
Address: Maryland Produce Market
P.O. Box 2001, Jessup, MD 20794

Golden Harvest Fruit Co.

Phone: (800) 826-9099
Fax: (561) 466-5920
Website: www.golden-harvest-fruit.com
Email: goldenharvest@worldnet.att.net
Address: 4788 North US Hwy 1
Ft. Pierce, FL 34946

Hale Groves

Phone: (888) 373-7848
Fax: (561) 589-8889
Website: www.HaleGrovesFundRaising.com
Email: fundraising@halesgroves.com
Address: P.O. Box 701330, Wabasso, FL 32970

Langdon Barber Groves

Phone: (800) 766-7633
Fax: (800) 878-3613
Website: www.lbg.org
Email: info@lbg.org
Address: P.O. Box 13540, Fort Pierce, FL 34979

Parker Indian River Groves

Phone: (888) EAT-CITRUS
Fax: (865) 525-9992
Website: www.giftfruitfundraising.com
Email: info@citrusfruit.com
Address: P.O. Box 1208
Vero Beach, FL 32961-1208

Riverbrite Citrus

Phone: (800) 732-7483
Fax: (561) 466-2850
Website: www.riverbrite.com
Email: sales@riverbrite.com
Address: 150 North Graves Road/Orange Ave.
Fort Pierce, FL 34982

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

B. Bottled Water

Amanda Hills Spring Water Company

Phone: (800) 375-0885
Fax: (740) 927-1856
Website: <http://amandahills.com>
Address: P.O. Box 301
9756 National Road, SW, Etna, Ohio 43018

Champion Fundraising

Fax: (901) 755-4665
Website: www.championfundraising.com
Email: requests@championfundraising.com
Address: PO Box 381652
Germantown, TN 38183

Fundraising.com

Phone: (800) 443-5353

Fax: (888) 702-3865

Website: www.fundraising.com

Email: info@fundraising.com

Address: P.O. Box 690

N143 W5775 Pioneer Road

Cedarburg, WI 53012

Premier Label Water Company

Phone: (888) 628-0798

Website: www.plwc.net

Email: info@plwc.net

Address: 2799 E. Tropicana, Suite H456

Las Vegas, NV 89121

C. Grocery Stores**Albertsons Community Partners**

Phone: (800) 696-6419

Website: www.albertsons.com/cp/?s=

Food Lion Shop and Share

Phone: (704) 633-8250 x3810

Fax: (704) 630-9724

Website: www.foodlion.com/IntheCommunity/ShopandShare/

Email: customerrelations@foodlion.com

Address: PO Box 1330, Salisbury, NC 28145

Giant A+ Bonus Bucks

Phone: (877) ASK-APLUS

Website: www.giantfood.com/aplus

Email: http://www.giantfood.com/aplus/aplus_comment_form.htm

Hannaford Helps Schools

Phone: (888) 287-9050

Fax: (207) 885-3051

Website: www.hannaford.com/Contents/Our_Company/Community/wh_hannafordHelps.shtml

Email: lorie.hamilton@hannaford.com

Address: P.O. Box 1000, Portland, Maine 04104

Harris Teeter Together In Education

Phone: (800) 432-6111

Fax: (704) 844-3214

Website: www.harristeeter.com/default.aspx?pagelid=292

Email: www.harristeeter.com/default.aspx?pagelid=25

Address: P.O. Box 10100, Matthews, NC 28105

Ingles Tools for Schools

Phone: (888) 8TOOLS4

Fax: (888) 5TOOLS4

Website: www.inglestoolsforschools.com

Email: info@kaplenco.com

Address: P.O. Box 609, Louisville, NC 27023

Kroger Cares

Phone: (800) 837-4483

Fax: (614) 898-6686

Website: www.kroger.com/mykroger/gf/FundRaising.htm

Email: Prefers not to have people send email

Address: 4111 Executive Parkway

Westerville, OH 43081

Lowes Food Club Cash

Phone: (888) 669-5693 x53056

Fax: (800) 659-1425

Website: www.lowesfoods.com/clubcash.cfm

Email: wecare@lowesfood.com

Address: P. O. 24908, Winston, SC 27114

Meijer Community Rewards

Phone: (800) 962-7011

Website: <http://www.meijer.com/rewards/>

Email: <http://www.meijer.com/contact/pcaform.asp>

Address: P.O. Box 1752

Grand Rapids, MI 49501

Ralphs Community Contribution

Phone: (800) 443-4438 x3

Fax: (310) 884-2648

Website: www.ralphs.com/ccprogram.htm

Address: P.O. Box 54143

Los Angeles, CA 90054

Safeway Club Card for Education

Website: <http://shop.safeway.com/superstore/default.asp?brandid=1&page=corphome>

Tom Thumb Good Neighbor Program

Phone: (888) 334-8240
Fax: (713) 917-8006
Website: www.tomthumb.com/goodneighbor.asp
Address: 6770 Abrams Road
Dallas, Texas 75230

D. Scrip/Schoolpop

Great Lakes Scrip Center

Phone: (800) 727-4715
Fax: (888) 865-9655
Website: www.glscrip.com
Email: glscmail@glscrip.com

New England Scrip

Phone: (877) 745-7383
Fax: (720) 302-6290
Website: www.newenglandscrip.com
Email: info@NewEnglandScrip.com
Address: PO Box 3034
Beverly, MA 01915

Schoolpop

Phone: (888) 200-2088
Fax: (678) 405-9334
Website: www.schoolpop.com
Email: customercare@schoolpop.com
Address: 1100 Abernathy, NE
Building 500; Suite 950, Atlanta, GA 30328

E. Discount Cards

Discount Card Fundraiser

Phone: (888) 293-9290
Website: www.thediscountcard.com
Email: info@thediscountcard.com
Address: P.O. Box 2366
Valdosta, GA 31604-2366

F. Scratch Cards

#1 Fundraisers Fundraising, Inc.

Fax: (208) 728-5974
Website: www.1-fundraisers-fundraising.com
Email: Fundraisernow@yahoo.com
Address: 5501 N. Charles St.
Baltimore, MD 21204

1Fundraising.com

Fax: (502) 364-9808
Website: www.1fundraising.com
Email: info@1Fundraising.com
Address: 7017 Grade Lane, Louisville, KY 40213

ABC Fundraising

Phone: (800) 368-4543
Fax: (323) 667-0065
Website: www.ABCFundraising.com
Email: Info@ABCFundraising.com
Address: 1348 Lucile Avenue, Ste. 1
Los Angeles, CA 90026

Cash Savings Card (a.k.a. CornerStone Publishing)

Phone: (800) 538-6963
Fax: (941) 945 6343
Website: www.cashsavingscard.com
Email: fundraising@cashsavingscard.com

eFundraising.com

Phone: (800) 561-8388
Fax: (877) 275-8664
Website: www.efundraising.com
Email: info@efundraisingcorp.com
Address: 1320 Rte. 9, Champlain, NY 12919

FundRaising.com

Phone: (800) 443-5353
Fax: (888) 702-3865
Website: www.fundraising.com
Email: info@fundraising.com
Address: P.O. Box 690, N143
W5775 Pioneer Road, Cedarburg, WI 53012

Justfundraising.com
Phone: (888) 440-4114
Fax: (888) 440-7448
Website: www.justfundraising.com
Email: helpdesk@justfundraising.com
Address: 1310 Route 9, Champlain, NY 12919

Partners for Kids
Phone: (800) 681-1207
Fax: (865) 984-7027
Website: www.partnersforkids.com
Email: gary@partnersforkids.com
Address: PO Box 27070, Knoxville, TN 37927

G. 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: (865) 984-9020
Website: www.cash4cartridgesusa.com
Email: Recycle@Cash4CartridgesUSA.com

EcoPhones
Phone: (888) Eco-Phones or (888) 326-7466
Website: www.ecophones.com
Email: info@ecophones.com

Friendship Used Clothing Collection LLC
Phone: 919-250-9091
Website: www.friendshipusedclothing.com
Email: dave@friendshipusedclothing.com
Address: 1220 Corporation Parkway, Suite 103
Raleigh, North Carolina 27610

Profit Quests
Phone: (888) 272-4540
Fax: (318) 255-5888
Website: www.profitquests.com
Email: information@profitquests.com
Address: 2803 Arcadia Drive, Ruston, LA 71270

H. Gift Wrap

Cherrydale Farms
Phone: (800) 570-6010
Website: www.cherrydale.com
Email: info@cherrydale.com
Address: Allendale, PA

Current USA, Inc.
Phone: (877) 665-4481
Fax: (800) 993-3232
Website: www.currentinc.com
Email: CurrentFundraiserCustomerService@currentinc.com
Address: 1005 East Woodmen Road
Colorado Springs, CO 80920

Earthsavers Fundraising
Phone: (336) 275-9282
Fax: (336) 379-5020
Website: www.earthsaversfundraising.com
Email: info@earthsaversfundraising.com
Address: 2007 Yanceyville St.
Greensboro, NC 27405

Entertainment Publications, Inc.
Phone: (877) 248-2273
Fax: (248) 637-9792
Website: www.fundraising.entertainment.com
Address: 2125 Butterfield Road, Troy, MI 48084

Sally Foster (a.k.a. Cendant Corporation)
Phone: (203) 365-2000
Website: www.sallyfoster.com
Address: 707 Summer Street
Stamford, CT 06904

I. Cookbooks

Cookbook Publishers, Inc.
Phone: (800) 227-7282 or (913) 492-5900
Fax: (913) 492-5947
Website: www.cookbookpublishers.com
Email: info@cookbookpublishers.com
Address: 10800 Lakeview Avenue
P.O. Box 15920, Lenexa, KS 66285-5920

Fundcraft Publishing, Inc.

Phone: (901) 853-7070
Fax: (901) 853-6196
Website: www.fundcraft.com
Address: P.O. Box 340, 410 Highway 72 W
Collierville, TN 38027

G & R Publishing Co.

Phone: (800) 383-1679
Fax: (800) 886-7496
Website: www.gandrpublishing.com
Email: gandr@gandrpublishing.com
Address: 507 Industrial St., Waverly, IA 50677

Morris Press Cookbooks

Phone: (800) 445-6621
Fax: (308) 234-3969
Website: www.morriscookbooks.com
Address: P.O. Box 2110
Kearney, NE 68848-2110

Walter's Publishing

Phone: (800) 447-3274
Fax: (507) 835-3217
Website: www.custom-cookbooks.com
Email: cookbook@mnic.net
Address: 1050 8th St NE, Waseca, MN 5609

J. Auctions

Auction Systems (Auction Software)
Website: www.auctionsystems.com
Email: info@auctionsystems.com

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

EverySoft (online auctions)

Website: www.everysoft.com/frames.html
Email: sales@everysoft.com
Address: 920 Scenic Dr., Midland, MI 48642

National Auctioneers Association

(Find an Auctioneer)
Phone: (913) 541-8084
Website: www.auctioneers.org
Address: 8880 Ballentine
Overland Park, KS 66214

Northwest Benefit Auctions

Phone: (800) 469-6305
Website: www.auctionhelp.com
Address: 1200 NE 112th Ave.
Suite C250, Bellevue, WA 98004

Target Funding Group

Phone: (800) 345-0782
Fax: (561) 626-4291
Cell: (561) 906-0702
Website: www.charityauctionhelp.com
Address: 11730 Stonehaven Way
West Palm Beach, FL 33412

K. Candles**America's Fundraising Network**

Phone: (800) 936-5538
Fax: (865) 539-0164
Website: www.americasfundraising.com
Email: haroldcondra@americasfundraising.com
Address: P.O. Box 52167, Knoxville, TN 37950

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

All Star 1 Fundraising

Phone: (800) 642-4766 or (405) 692-0500
Fax: (405) 692-0588
Website: www.allstar1.com
Email: pizzamakers@allstar1.com
Address: P.O. Box 890180
Oklahoma City, OK 73189-0180

eFundraising.com

Phone: (888) 540-6070 or (610) 239-0200

Fax: (610) 239-0364

Website: www.eFundraising.com

Email: sales@efundraiser.com

Address: 250 Water Street

Norristown, PA, 19401

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

Southwest Candies

Phone: (800) 889-4763

Fax: (800) 670-5664

Website: www.wf.quik.com/andy1/page4.html

Email: andy1@wf.quik.com

Address: P.O. Box 4004, Wichita Falls, TX 76308

L. Other**Beary Thoughtful** (Stuffed Bears)

Phone: (866) 84-BEARS

Fax: (508) 679-8288

Website: www.BearyThoughtful.com

Address: P.O. Box 257, Tiverton, RI 02878

B.G. Beads (Beads and Spirit-wear)

Phone: (888) 276-6299

Fax: (216) 382-1099

Website: www.bgbeads.com

Email: debbie@bgbeads.com

Address: 3553 St. Albans Rd.

Cleveland, OH 44121

Entertainment Publications, Inc. (Coupon Books)

Phone: (877) 248-2273

Fax: (248) 637-9792

Website: www.fundraising.entertainment.com

Address: 2125 Butterfield Road, Troy, MI 48084

Kidoodlez (Student Art)

Phone: (800) 455-4449

Fax: (732) 872-7764

Website: www.kidoodlez.com

Email: kidoodlez@home.com

Address: P.O. Box 563, Navesink, NJ 07752

Nutrition and Kids (CDs, Educational)

Phone: (949) 455-2772

Fax: (949) 455-9572

Website: www.nutritionandkids.net

Email: nutritionforkids@home.com

Address: 22676 Galilea

Mission Viejo, CA 92692

Orangeburg Pecan Company (Nuts)

Phone: (800) 845-6970 (Ask for Fund Raising)

Website: www.uspecans.com

Email: uspecans@yahoo.com

Address: P.O. Box 38, Orangeburg, SC 29116

Original Works

Phone: (800) 421-0020

Fax: (518) 584-9293

Website: www.originalworks.com

Email: owyhq@originalworks.com

Address: 54 Caldwell Road

Stillwater, NY 12170

Sherwood Forest Farms (Wreaths)

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

Southern Charm (Throws, Tapestries, & Pillows)

Phone: (877) 312-1472

Fax: (864) 847-6012

Website: www.southernchrm.com

Address: P.O. Box 6244

Anderson, SC 29623-6244

Scholastic (Book Fairs)

Phone: (407-829-7300)

Website: <http://www.scholastic.com/bookfairs/>

Email: <http://www.scholastic.com/bookfairs/contact/email.asp>

Address: 1080 Greenwood Boulevard

Lake Mary, Florida 32746

Appendix C

Sample Letter to Local Merchants

(PRINT ON SCHOOL LETTERHEAD)

(Insert date)

Dear Business Owner (Insert name):

Thank you for taking the time to consider an opportunity that will give back to your local community, especially children attending public school in San Jose.

As you know, schools have always relied on the community for support. The need is even greater today than in the past because sales of soda, candy and other “junk food” is no longer allowed in our schools. Though these changes are welcome with respect to the health of our children, these changes have resulted in a significant loss of fundraising income.

What can you do to help?

You can make a donation, such as a gift certificate, which can be used as an item for a silent auction, take out an advertisement in our local school newspaper, or even make a cash donation. Anything you choose to donate—large or small—will be appreciated, and will be fully tax deductible.

Thank you for your help in supporting our local schools and community.

Sincerely,

Sample Thank You Letter To Local Merchants

(PRINT ON SCHOOL LETTERHEAD)

(Insert date)

Dear Business Owner (Insert name):

Thank you for your generous donation to support _____(insert school name here). Your continued support of the local public school is much appreciated. Your business will be recognized as a sponsor of our _____(event) and your name will appear associated with promotional materials relating to this event.

Please note that your donation is tax deductible to the full extent allowed by law. Our school’s tax ID number is _____.

Sincerely,

Appendix D

Suggested Food and Beverage List for Student Stores

There are many lists of healthy foods and beverages on line, but local availability may be limited. Check the following websites for good ideas. If you have any questions whether or not a snack food is compliant with California law, please check with Chuck Davis, Manager, Student Nutrition Services (chuck_davis@sjsu.edu, 535-6021).

Internet resources for healthy snacks:

<http://www.johnstalkerinstitute.org/vending%20project/healthysnacks.htm>

http://www.pbrc.edu/Division_of_Education/pdf/Approved_listing.pdf

<http://www.sde.ct.gov/sde/cwp/view.asp?a=2626&q=320754#Healthy>

To evaluate your potential food items for sale see California Project LEAN's Food Standards Calculators at: <http://www.californiaprojectlean.org/calculator/>

Note: Many of the items below are available from the local Costco warehouse. Check specials at local grocery stores. Some (e.g. Safeway.com) provide delivery and are good options for busy parents/school employees who don't have time to stock inventory. Trader Joe's has great tasting, low-cost healthy foods as well.

Beverages*

- Water (*Aquafina brand)
- Milk (low-fat, non-fat, soy, rice, or other non-dairy milk products)
- 100% juice (*Dole brand)
- Other fruit and vegetable juice drinks that contain at least 50% juice
- Small cans of vegetable juice (tomato, V-8), pineapple juice, cranberry juice, etc.
- Gatorade

*Note: At this time, San Jose Unified School District has an exclusive contract with Pepsi, which limits what beverages can be sold on campus. For example, when selling water, you must sell Pepsi's brand, Aquafina. Please check with Chuck Davis, Manager, Student Nutrition Services (chuck_davis@sjsu.edu) for the current list and prices of available beverages.

Food and Snack Items

- Fruit items
 - Fresh fruit (all types and kinds)
 - Canned cups or containers of fruit (e.g. Dole fruit cups, applesauce)
 - Fruit leather (make sure it's 100% fruit and NOT something like fruit-snacks or fruit roll ups that are mostly sugar) (available at Trader Joe's)
 - Dried fruit (raisins, cherries, blueberries)
 - Fruit Crisps

- Dairy products
 - Cheese sticks (mozzarella, cheddar)
 - Go-gurt (kids love these frozen!)
 - Ice-cream novelties (if freezer available)
 - Low-fat and non-fat yogurt

- Snack Bars

<ul style="list-style-type: none"> ○ Balance bars ○ Clif bars ○ Fruit bars from Trader Joe's [such as This Apple (Blueberry, Fig) walks into a bar] ○ Kellogg's Rice Krispie Treats ○ Kudos bars ○ Nature Valley Oats and Honey granola bars 	<ul style="list-style-type: none"> ○ Nature Valley Trail mix granola bars ○ NuGo bars ○ Nutri-Grain Cereal bars ○ Power Bars ○ Quaker Chewy bars ○ South Beach diet bars ○ TLC Chewy Granola Bars ○ Z bars
--	--

- Other Snack Foods
 - Baked chips
 - Beef jerky (Pacific Gold 1 oz packets in 3 flavors, sold ONLY at Costco)
 - Chocolate pudding
 - Goldfish crackers (baked)
 - Graham crackers
 - Nuts (1 oz containers; avoid sunflower seeds with shells-- too messy)
 - Pretzels
 - Traditional Chex Mix

Appendix E

Sample Flyer Advertising “Restaurant Benefit” Night

PUT on SCHOOL LETTERHEAD
(insert logo from Restaurant here)

Join Us For Our “Community Night” Fundraiser

Enjoy an evening out with your family and friends while supporting your school! {Insert percentage} of the cost of your meal will go directly to this cause.

WHO: _____
Name of organization

WHERE: _____
Insert name of restaurant, address and map if necessary

DATE: _____
Insert day and date

HOW: Bring this flyer with you to _____restaurant between 4-9 pm,
complete the information below, and hand it to the cashier when paying.

This form can be used for dine-in or take out.

Please complete this information for your server:

Name: _____

Number of people in party: _____

Total cost of meal (excluding tax and tip): _____

- Coupons, discounts or specials not valid during this fundraiser.