

Nutrition Times

September 2018 Nutrition Services



Healthy Fundraising

Now that summer is over, many schools, community groups, and sports teams are gearing up to start their fundraising activities. Fundraisers play an important role in supporting activities and programs but what happens when the fundraisers have conflicting messages? It is hard to promote healthy active lifestyles through sports and reinforce healthy eating messages taught in schools when fundraising activities contradict them. Although selling unhealthy foods like chocolate, candy, cookie dough, or fast food cards is a common practice, is selling unhealthy food the best way to raise money?

The Alberta Nutrition Guidelines for Children and Youth (ANGCY) recommend that fundraising activities should be consistent with healthy eating concepts that are taught in schools. Read on for information on healthy fundraising.

Healthy Fundraising Policy

A policy states **what** should be done, **why** it should be done, and **who** should do it. Procedures outline **how** to achieve a policy's goals.

A fundraising policy can:

- Simplify decision making when planning and selecting fundraisers.
- Help new individuals and families be aware of the organization's food practices.

To create your policy:

- Lay the groundwork. Form a team from those who will be affected by the policy.
- Build awareness and support.
- Write your policy.
- Monitor and evaluate the policy.

Successful Fundraising Tips

- Create a fundraising team to share ideas and workload.
- Contact others for their fundraising ideas and resources.
- Work with art and business students to market and advertise your products and events.
- Use local media for promotion.
- Advertise well in advance; at least a month ahead.
- Publicly thank the organizing committee. Celebrate everyone's involvement so they know their time and efforts are valued. Take pictures; use them for promoting next year's event.
- Afterwards, evaluate what worked and what didn't.

Healthy Fundraising Ideas

- Promote your school or sports team with car decals and license plate holders, water bottles, and key chains.
- When fundraising with foods and drinks use the [ANGCY](#) to sell Choose Most Often or Choose Sometimes foods. Use healthier options such as whole wheat buns, veggie bags instead of fries or candy bags, and milk or water instead of pop.
- Sell items that promote physical activity such as gym or swim passes and water bottles.
- Hold a recycling event (bottle drives, batteries, cell phones, printer cartridges, etc).
- Sell items people will use such as grocery gift cards, fresh garden produce, bedding plants and bulbs, and garbage bags.
- Schools can sell small items to a lot of students. Eg. have fruit days where for \$0.50 a student could buy an apple and have it sliced into an apple 'slinky' with a slicer or wedges (and sprinkle with cinnamon if desired). Or buy a mandarin orange instead of a freezie!

For more great ideas check out [Healthy Fundraising](#).



Upcoming Nutrition Classes (most classes are free)

Brooks:

Grocery Store Tours: Learn how to make sense of food labels and make healthy choices. June 14 or Oct 17, 6:00 – 7:30 p.m. Location provided upon registration. Register: 403-501-3315 or visit ahsbrooksnutrition.eventbrite.com

Alberta Healthy Living Program Classes: Weight Management Ongoing. Register: 403-793-6659

Medicine Hat:

Nutrition and Healthy Eating During Pregnancy: Sept 17, Oct 15, or Dec 10, 6-8 p.m. Register: 403-502-8215. Find out about important vitamins and minerals, food safety, prenatal weight gain and more!

Infant Nutrition: Information on feeding babies 0-12 months. Sept 18 at 10:30 a.m. - noon or Oct 15 2:30 – 4:00 p.m. at Community Health Services, 2948 Dunmore Rd SE. Your baby is welcome! Register: 403-502-1411 or at ahsmedhatnutrition.eventbrite.com

Mealtime Struggles. Sept 24, 7-8:30 p.m. Learn strategies for dealing with picky eaters. Register through Medicine Hat Public Library, 403-502-8525 or ahsmedhatnutrition.eventbrite.com.

Alberta Healthy Living Program Classes: Diabetes, Weight Management, Healthy Eating to Reduce your Risk. Ongoing. Register: 403-529-8969.

Lethbridge:

***Baby Steps Infant Nutrition** (*These classes have a small fee for the series*): Ongoing. Register 403-388-6668.

Alberta Healthy Living Program Classes: Diabetes, Weight Management, Healthy Eating to Reduce your Risk. Ongoing. Register: 403-388-6654.



Contact

If you have questions, contact your local Registered Dietitian at Community Health Services:

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For more information on this or other nutrition topics, go to www.healthyeatingstartshere.ca



 **Alberta Health Services**
Nutrition, Food, Linen & Environmental Services

