

START RIGHT



EAT RIGHT

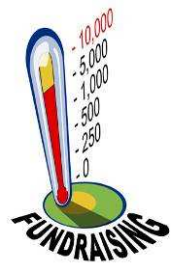
## Fundraising ideas for child care centres

### Why is healthy fundraising important?

- Sends consistent messages and supports what the community learns
- Reflects the health policies, practices and philosophy of your centre
- Enables your centre to send the message that it values the health of the community and acts as a positive role model
- Supports a whole of community commitment to well-being and learning about healthy lifestyles
- Ensures health and well-being are not compromised for profit
- Forms part of the solution to promoting healthy weight
- Demonstrates the reward in raising money and promoting healthy living at the same time
- Can promote local businesses selling health products

### Successful healthy fundraisers incorporate choices that:

- Promote healthy eating guidelines
- Use fresh, seasonal, high quality products
- Link to curriculum learning
- Encourage participants to be physically active
- Require minimal time, financial outlay, organisation and equipment
- Ensure good financial return
- Encourage fun, friendship and community involvement
- Involve staff and parents at all stages (planning, organisation, implementation and evaluation)
- Link to other community organisations
- Meet legal, ethical and liability requirements
- Ensure that safety (including food safety) is a key consideration



### What are the different types of fundraisers?

1. Healthy food fundraisers
2. Physical activity fundraisers
3. Healthy living fundraisers
4. Generic fundraisers



#### 1. Healthy food fundraisers

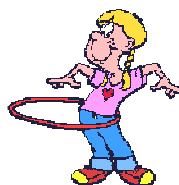
- **Healthy BBQ or Sizzle:** Use lean meat, veggie patties, kebabs, chargrilled vegetables like eggplant, zucchini, corn, sweet potato or mushrooms. Serve with wholemeal bread
- **Fruit Smoothie Day or Veggie Soup Day**
- **Healthy Pizza Day:** Make healthy pizzas on pita bread or halved English muffins and use various vegetables, pineapple and lean meat. Let children add their own toppings. Sell them by the slice rather than whole
- **BBQ Corn on the Cob Day:** Choose monounsaturated or polyunsaturated margarines and spread sparingly onto corn cobs
- **Pancake or Pikelets Day:** Use part wholemeal flour or include rolled oats in the batter. Use a non-stick pan to cook them. Serve topped with fruit. Or try savoury pancakes or pikelets for a different flavour
- **Baked Spuds Day:** These are a tasty, nutritious and low cost snack. Spuds can be topped with a variety of fillings like baked beans, ham, pineapple, corn, tuna



- **Frozen Summer Treats:** Blend fruits with yoghurt or milk and serve as frozen popsicles or serve frozen fruit on skewers (use straws instead of skewers for young children)
- **Hot Cross Bun Drive or Healthy Mini Muffin Drive:** These are healthier options than chocolate fundraisers when bran, wholemeal flour or fruits are used and serve sizes are small
- **Children's birthdays:** Bake your own cake/muffins using less sugar and margarine for children's birthdays and charge parents a small amount of money to cover costs of the ingredients. This way you are in control of what ingredients are used and can modify recipes to make them healthier

## 2. Physical activity fundraisers

- **Hula hoop competition**
- **One hole or mini golf**
- **Mini obstacle course**
- **Back yard cricket**
- **Family walk-a-thons, Dance-a-thons**
- **Active Discount Vouchers:** Contact local businesses and clubs to see if they would be happy to donate discount vouchers to the gym or recreation centre that can be used for raffles or quiz prizes



## 3. Healthy living fundraisers

- **Healthy recipe books:** Compile your own healthy recipe book of the more popular dishes at your centre, or use the SRER recipe book as a raffle or quiz prize
- **Vegetable seedlings:** Organise cheap/donated seedlings from a local nursery to sell to families or community members. Another option is to grow your own vegetable seedlings from seeds and sell them to families and community members
- **Healthy cooking lessons for parents:** Using your centre's popular dishes or those from the SRER recipe book. Charge a small amount of money to cover food costs and raise funds per lesson
- **Healthy Food Theme Day:** Promote a health event happening in the community by providing a healthy food event linking with the theme. e.g. Healthy Bones Week – link with a Fruit Smoothie Day to encourage higher calcium intake
- **Decorate water bottles, plates or jars:** Children can buy them to decorate and fill them with water or healthy snacks
- **Quiz nights:** Feature questions about healthy eating, physical activity and health. Give prizes promoting healthy eating or physical activity



## 4. Generic fundraisers

- **Face painting or Henna tattoos**
- **Personalised Christmas cards, calendars, T-shirts:** Using photos of children at centre or events. Or families can use their own photos
- **Children's decorative name labels:** This can be used on wristbands, hats, beanies, socks, cups, plates
- **Discount voucher books:** Similar to the Entertainment Book
- **Second hand books:** Organise cheap or donated children's books from bookshops and staff to sell to families or community members
- **Raffles:** Include prizes like homemaker items, vouchers, fruit hampers (donated fruit from local businesses), the SRER recipe book
- **Sun protection kit:** Include sunscreen, hat, moisturiser or lip balm
- **Toothbrushes:** From SA Dental
- **First aid kits**



### Tips

- **Planning fundraising activities according to the season helps to keep costs down**
  - Smoothies, frozen fruit snacks and outdoor activities are more suitable for summer
  - Soups, baked spuds and indoor activities will be more suitable for winter
- **Sell food that children have cooked as parents will be more willing to buy them**
- **Look for physical activities that are quick, don't take too much equipment, don't have any risk and have a high satisfaction pay-off**
- **Don't organise too many fundraisers in one year. One fundraiser each term is manageable and allows time to thoroughly explore all aspects of the activity**

## Calendar of events

### Term 1 (Summer and Autumn)

- Australia Day (healthy BBQ or sizzle)
  - Chinese New Year (Asian food e.g. stir-frys, tofu dishes)
  - World Cancer Day (sunscreen, hats)
  - National Multicultural Festival (dishes from a variety of cultural groups)
  - National Pancake Day (use wholemeal flour or rolled oats, and serve with fresh fruit)
  - St Patrick's Day (special green food)
  - National Harmony Day
  - Easter (hot cross bun drive, cards, craft)
- Seasonal foods: grapes, watermelon, stone fruit



### Term 2 (Autumn and Winter)

- World Dance Day (disco)
  - Mother's Day (cards, craft)
  - International Day of Families (walk-a-thon, personalised mugs, clothing, calendars etc.)
  - Walk the World (walk-a-thon)
  - Red Nose Day
- Seasonal foods: apples, pears



### Term 3 (Winter and Spring)

- Dental Awareness Week (dental products)
  - National Healthy Bones Week (dairy products e.g. fruit smoothies, milk shakes)
  - Children's Book Week (second hand book sale)
  - Daffodil Day (daffodils)
  - Father's Day (cards, craft)
- Seasonal foods: oranges, mandarins, bananas



### Term 4 (Spring and Summer)

- World Food Day
  - National Water Week (decorated drink bottles)
  - World Osteoporosis Day (dairy fundraiser)
  - National Bandanna Day (bandannas)
  - Halloween (decorations, raffle)
  - Christmas (decorations, gift cards, raffle, paintings, craft)
- Seasonal foods: mangos, watermelon, stone fruit, berries



## Useful Websites for Healthy Fundraising

- 'Stuck on You' are Australia's leading supplier of unique label products. They have iron on labels for children clothing and stick on labels. Fundraising is their speciality. [www.stuckonyou.biz/australia/index.html](http://www.stuckonyou.biz/australia/index.html)
- 'Identi Kid' is a similar organisation to 'Stuck on You'. They also have special fundraising packages. <http://www.identikid.com.au/>
- 'Crazy Camel Fundraising' will print artwork and photos onto calendars, cards or diaries. <http://www.crazycamel.com.au/>
- 'Expressions' will print your own design on to tea towels, aprons and bags. Children can sew their own individual drawings that can then be designed onto your choice of product. <http://www.expressions.com.au>
- 'Go kids fundraising directory' is a useful site that lists a plethora of businesses on the internet that can assist with fundraising. <http://www.gokids.com.au/> click on the 'Directory' tab then select the 'fundraising' category

## Healthy Fundraising Checklist

Use this checklist to consider all aspects of planning before choosing a fundraising activity.

Date: \_\_\_\_\_

Proposed fundraising activity: \_\_\_\_\_

<b>General Considerations</b>	<b>Yes/No</b>	<b>Comments/Actions</b>
Does it promote the health and well-being of the community?		
Does it promote involvement of the community?		
Is it consistent with your centre's food and nutrition policy?		
Is it consistent with the nutrition curriculum?		
Is it representative of the diversity of your centre's community?		
Does it return enough profit for the effort expended?		
<b>Food Related Activities</b>		
Provide small or moderate serves only		
Adopt cooking methods that use the least fat		
Use spreads thinly and serve condiments separately		
Always offer water at fundraising events		
Have you considered safe food handling procedures?		
Have you excluded unhealthy foods* (refer to list below)		
<b>Physical Activities</b>		
Do all children have an opportunity to participate?		
Have safety issues been considered?		
Has sun protection been considered? e.g. time of day, hats, sunscreen, shade		
<b>Safety and Insurance Issues</b>		
Is the activity covered by your current insurance policy?		
Have you determined who has duty of care?		
Is it a raffle? Do you need a permit?		
Do you have an emergency action plan, first aid officer, first aid kit?		
Have you checked your centre's sponsorship guidelines?		

\* Unhealthy foods include:

- Fried or deep fried foods, fatty sausages, bacon or salami
- Pies, pasties, sausage rolls, quiches, puff pastry
- Butter, cream
- Croissants, donuts and sweet pastries
- Chips, crisps and similar products
- Chocolate, lollies and confectionary products
- Iced or cream-filled biscuits, cream cakes
- Soft drinks, cordial and other sugary drinks