

The Human Effect: Stories from the Field Alternative School Fundraisers

Traditional school fundraising consists largely of students selling foods like pizza, cookies and candy. This usually sends a mixed message—even though these foods are unhealthy, students are allowed to promote them in an effort to raise money.

Today, many school districts are engaging in alternative fundraising options. For example, Monett School District in Monett, MO, whose Superintendent Brad Hanson is a part of AASA's *Healthy Snacks and Beverages Policy Initiative*, has held a Family Fun Fest for each of the past three years. Family Fun Fest is a fall carnival consisting of games, booths, tents, hay bales and pumpkins. Families enjoy a day of activity and the school benefits.



Family Fun Fest has consistently been successful, earning Monett Elementary School \$3,000–5,000 per event. Other fund-raising activities include “Box Tops for Education,” where children bring food boxes into school, remove the tops of the boxes and send them to the company. The school earns 10 cents per box top. The school also holds a 5K race where students and teachers run for free, while district employees and other participants pay to run.

Assistant Principal Sarah Garner said she would never go back to traditional fundraisers. Alternative fundraisers, she notes, are more work, but they're worth it. “Alternative fundraisers create a better atmosphere, the kids love them and they bring the community together,” she added.

AASA's *Initiative* helps districts improve their competitive foods policies. To learn more about our initiative and join our network of school system leaders, contact Summer Kriegshauser at 703-875-0732/skriegshauser@aasa.org.



AASA's Children's Programs department works to support where learning happens by providing professional development to members to ensure leadership for healthy, safe and engaged students. Learn more at: www.aasa.org/ChildrensPrograms.aspx.

