



Backgrounder on Fundraising

On Vending Machines

School-based food and beverage sales continue to be the norm in B.C. In the second School Food Sales and Policies Provincial Report II (2007), 52% of reporting schools had vending (beverage and snack) machines.¹

Schools and districts can work more closely with vendors and emphasize their interest in, and demand for, healthy choices.

“We now have more students coming to the canteen and purchasing milk. The result is an increase in canteen profit. So it can be done, much to our surprise!”
(Principal, Williams Lake)

Schools can choose foods and beverages that fit the “Choose Most” and the “Choose Sometimes” categories in the Guidelines from the *Brand Name Food List* (www.brandnamefoodlist.ca). This dynamic website features thousands of products and can create a score card of packaged foods for vending machines.

Schools can also use strategies like lowering the price of healthier foods and placing healthier foods where they capture students’ attention—at eye level, at the front of a display and at the entrance to the cafeteria.

On Fundraising

Eighty percent (80%) of reporting schools in the *School Food Sales and Policies Provincial Report II* (2007) held food and beverage-based fundraisers.¹

Most schools (58%) reported no impact on revenue from implementing the Guidelines, while a small number saw their revenues increase.¹ Experience in other jurisdictions suggests that any losses from eliminating less healthy choices are likely interim in nature.

Some schools are using successful fundraising strategies based on healthy foods and non-food items. Some of these ideas include sales of citrus fruit, healthier baked goods, coupon books, flowers, as well as services like car washes, silent auctions, talent shows and odd jobs.

Check *Healthy Fundraising for Schools*, a practical guide developed by the Directorate of Agencies for School Health for parents and educators. It outlines fundraising activities that support healthy living and provide opportunities to be active and/or contribute to community service.



On Special Meal Days

Seven out of 10 children aged 4 to 8 do not meet the five-serving minimum for Vegetable and Fruit. At ages 9 to 13, the figures are 62% for girls and 68% for boys.²

“We like the new PAC (Parent Advisory Council) lunches. We’d like them to continue. We’d like to have more sandwiches, sloppy joes, lasagna, vegetables and fruit shakes.” (Student, Williams Lake, BC)

The 2004 Canadian Community Health Survey found that more than one-third of children aged 4 to 9 do not have the minimum recommended two daily servings of milk products. By ages 10 to 16, 61% of boys and 83% of girls do not meet their recommended minimum of three daily servings.²

A Canadian study indicates that more than 25% of students’ calories come from foods with low nutrient value—pop, sweets and salty snacks.³

Special meal days, whether they are a fundraising activity or a special party day, are a great opportunity to promote healthy eating habits.

It is important that special meals provide foods from three to four food groups. A hot dog day typically only provides foods from two food groups—Grain Products and Meat & Alternatives—but it can be easily improved to contribute healthier foods from all four food groups. An example is offering whole grain buns and lean wieners, and adding milk and fruit (instead of chips and chocolate bars).

¹“School Food Sales and Policies Provincial Report II”. BC Ministry of Education and BC Ministry of Health, 2007.

²“Canadian Community Healthy Survey: Overview of Canadians’ Eating Habits”, 2004
<http://www.statcan.ca/english/research/82-620-MIE/82-620-MIE2006002.pdf>

³“Food Habits of Canadians: Food Sources of Nutrients for the Adolescent Sample”. Canadian Journal of Dietetic Practice and Research, Phillips S, Jacobs Starkey L and Gray-Donald K., 65 (2): 81-84, Summer 2004.