Putting Kids’ Health FIRST:  
Montana Action for Healthy Kids ~ September 2011

Putting Kids’ Health First:  
Profitable and healthy fundraisers for Montana schools

PRESENTERS
- Dayle Hayes, MS, RD  	Chair, Billings Action for Healthy Kids
- Laura Schilke, Parent  	PAC, Emily Dickinson School, Bozeman
- Aubree Durfey, Assistant  
  Farm to School Program  
  Montana Team Nutrition, Bozeman

INSERT POLL
What best describes your interest in fundraising?
- Parent of school-age children
- Student in group that does fundraising
- Teacher, principal, or other educator
- School nutrition/foodservice professional
- Concerned community person

AGENDA
- Making HEALTH a Triple Play  
  Win-win-win for kids, schools, and communities
- Putting the FUND in Fun Run  
  Using physical activity to raise money
- Keeping it all LOCAL  
  Supporting Montana agricultural producers

Making Health a Triple Play:  
Win-Win-Win for kids, schools, and communities

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HEALTHY “WINS”

- **KIDS** … get nutrition and physical activity
- **SCHOOLS** … get the $$$$$ they need
- **COMMUNITIES** … get to see healthy choices IN ACTION

What’s wrong with cookie dough, gigantic chocolate bars, and caramel corn?
- Most folks have plenty cookies, candy, and other nutrient-poor foods already.
- These foods do not provide positive examples to families.
- Many fundraisers take $$$$ out of state, with limited funds going to schools.

What is a HEALTHY fundraiser?
- **WRAPPING PAPER** … does not sell nutrient-poor foods/beverages and it raises money …
  - BUT … it does not promote any healthy behaviors and most of the money (50% +) goes out-of-state.
- **CITRUS FRUIT** … does not sell nutrient-poor foods/beverages, raises money, and promotes healthy food …
  - BUT … most of the money (50%) goes to out-of-state companies and producers.

What is a HEALTHY fundraiser?
- **COFFEE** … does not sell nutrient-poor foods/beverages and it raises money …
  - BUT … it does not promote any healthy behaviors and support local agriculture.
  - City Brew Coffee in Billings (michael@citybrew.com)
- **RECYCLED BAGS** … does not sell nutrient-poor foods/beverages, raises money, and recycling …
  - BUT … most of the money (50%) goes to out-of-state companies and producers.
  - http://fundraiser.mixedbagdesigns.com/
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AMSTERDAM
- VERY local twist added to Harvest Montana Fundraiser in small country, K-12 school
- $700 raised for school

WHITEFISH
- WIN-WIN-WIN
  1. LOCAL food
  2. Kids involved
  3. Produce for schools
  4. Donations to Food Bank

ONE size does NOT fit ALL!!

MISSISSIPPI
- Two-page handout with long list of creative, healthy fundraisers

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NEW YORK

- Multiple page PDF with multiple links to companies that operate non-food and other “healthy” fundraisers

Going ACTIVE in Billings

- Highland Elementary
  - Fundraiser: walk-a-thon
  - Replaced wrapping paper fundraiser
  - Minimum pledge of $100 per student
  - 1st lap include 600 students and faculty
  - Followed by all-school picnic
  
  www.billingscatholicschools.org/?page=running_on_faith

Billings Catholic Schools

- 1st year of Running on Faith JOG-A-THON
- Replaced wrapping paper fundraiser
- Minimum pledge of $100 per student
- 1st lap include 600 students and faculty
- Followed by all-school picnic

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INSERT POLL

How much money do you think the Billings Jog-A-Thon made?
- Approximately $10,000
- Approximately $20,000
- Approximately $30,000
- Approximately $40,000
- Approximately $50,000

Putting the FUND in Fun Run:
Using Physical activity to Raise Money
Laura Schilke, Parent

Fitness is Fun Fundraiser
- 2nd Annual Emily Dickinson Fun Run
- MORE than just running
- Adopting a “Fitness is Fun” attitude for a healthy lifestyle for years to follow

HOW DOES IT WORK?
- Kids gather pledges prior to the FUN RUN.
- On the FR day, kids are given 30 minutes to run around a 100 meter track. We stop counting at 35 laps.
- Kids have 10 days to return the pledges they collect.
- Kids are given incentives to gather pledges and then are able to win Grand Prizes based on the amount of money is collected.

WHAT ELSE IS IMPORTANT?
- During the 10 days prior to the FUN RUN, we bring in health and fitness experts to give brief, inspiring talks in classrooms.
- Teachers support the curriculum piece with classroom lessons.

WHERE DID WE GET IDEA?
- Boosterathon.com – company didn’t want to come to Montana.
- The beauty of a home grown fundraiser is that 100% of the net earnings goes to the organization.

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RESOURCES FOR SUCCESS

Join our Team!
4 Local Montana AFHK Teams
Billings, Great Falls, Helena and Missoula
Participation is welcomed from ALL MT community members.

Contact
Suzie Eades
Big Sky State Games
suzie@bigskygames.org
406-254-7426

Molly Stenberg
MT Team Nutrition
stenberg@montana.edu
406-994-7217

www.afhk.org
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Keys to SUCCESS:
• Excitement
• Creativity
• Teamwork

Putting Kids’ Health First: YOUR QUESTIONS $$$$$$$$

THANK YOU ... for putting kid’s Health FIRST!!