



**‘Healthy  
Fundraising’**

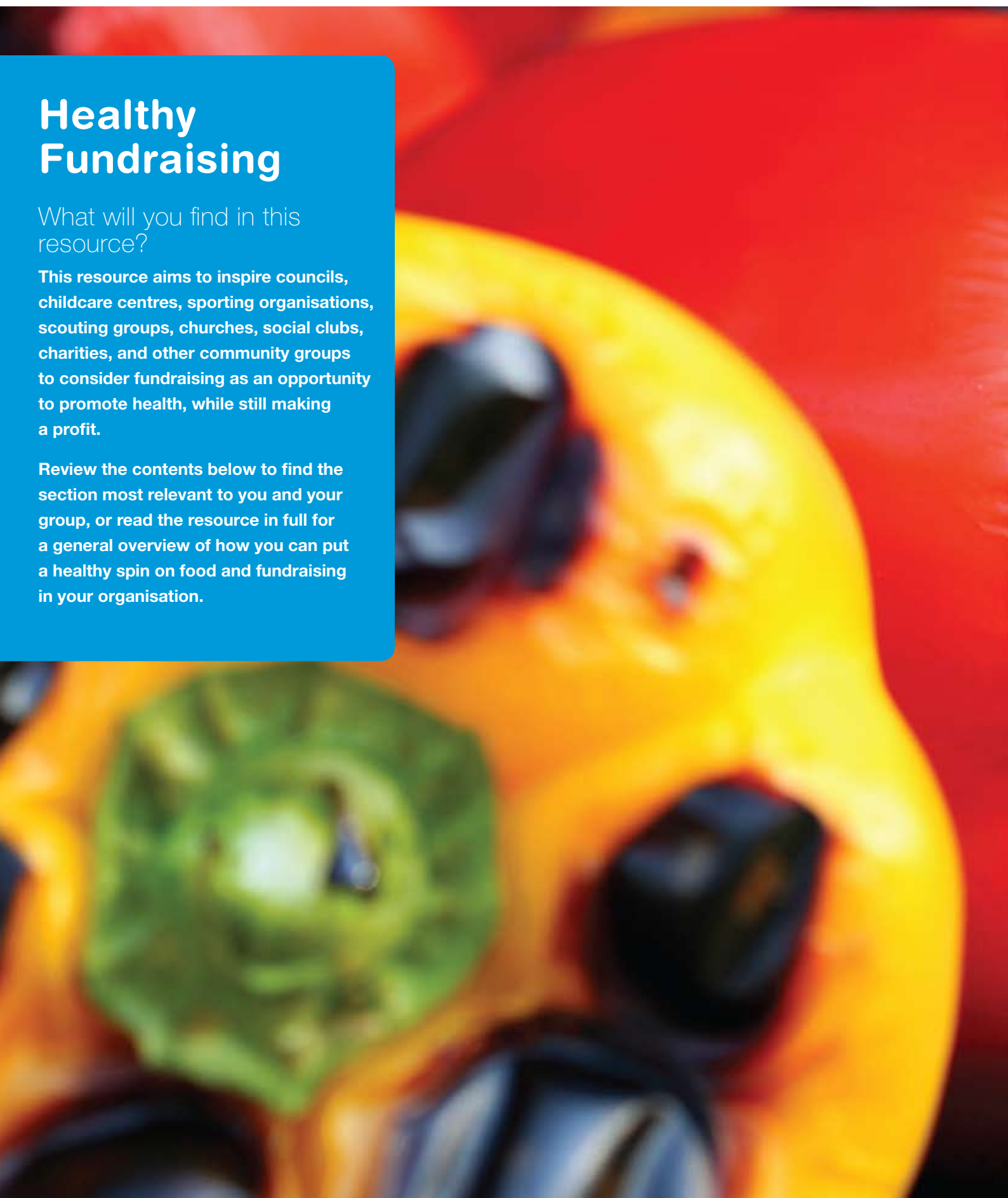
Ideas to Promote Health  
While Still Making a Profit

# Healthy Fundraising

What will you find in this resource?

**This resource aims to inspire councils, childcare centres, sporting organisations, scouting groups, churches, social clubs, charities, and other community groups to consider fundraising as an opportunity to promote health, while still making a profit.**

**Review the contents below to find the section most relevant to you and your group, or read the resource in full for a general overview of how you can put a healthy spin on food and fundraising in your organisation.**



## **1. Healthier Options for the Sausage Sizzle**

If you're holding a BBQ after a meeting, game or at a celebration, these food ideas are great for replacing the traditional sausage and encouraging healthier alternatives! See page 4.

## **2. Recipe Ideas for Promoting Fruit and Vegetables**

Food and drinks can feature in many types of fundraising. It might be supper for a trivia night, snacks at a disco or refreshments after a walk-a-thon. It's a great opportunity to promote healthy food, especially fruit and vegetables. See page 5.

## **3. Ideas for Selling Healthy Food**

If you're looking for an alternative to a sausage sizzle then consider a soup or smoothie fundraiser. See page 8 for these and other great food ideas.

## **4. Running a Healthy Food Stall**

You might be surprised at how successful a healthy food or drink stall could be! While soft drink stalls might guarantee success, they let us down when it comes to health. Page 10 provides some profitable alternatives.

## **5. Healthy Ideas for a Fundraising Drive**

If you want to run a drive that promotes healthy eating (rather than high fat, high sugar foods) these new ideas might be just what you need. See page 11.

## **6. Making a Healthy Cookbook**

A novel idea for a one-off fundraiser. Find out all you need to know on page 13.

## **7. Healthy Prizes**

Organising a raffle is one activity you already know how to do! And putting a healthy spin on your next raffle should be easy too! See page 14.

## **8. Making a Healthy Fundraising Policy**

Having a healthy fundraising policy can help you get started with healthier ideas and stay on track. See page 15.

## **9. A Fundraising Checklist**

Tips for making the most of your fundraising efforts can be found on page 16.





Healthy Fundraising:  
Guidelines to promote health,  
while still making a profit.

## Making a profit with healthy fundraising ideas

Everyone knows that fundraising is an integral part of maintaining any organisation. Take for example a sporting club. Every team needs to raise funds for their sport. You need funds for uniforms, to maintain the grounds, equipment costs, first aid, advertising... the list is endless. While the list of fundraising options is endless too, it's easy to get stuck doing the same old thing and believing that doing something different will equal more effort and less profit.

Healthy fundraising can return a good profit and many organisations have had great success. Look at the table below for an idea of the expected profits from different fundraising options. Throughout this resource you will find more tips for making a profit.

Idea	Cost	Profit	Comments	Page
<b>Healthy packaged snack food drive</b>	Cost of 1 snack = \$1.05 Selling Price = \$2	Profit per snack = <b>\$0.95</b> Profit on 100 boxes (20 snacks per box) = <b>\$2280</b>	These are healthier alternatives to chocolate bars. Perfect for workplaces or families.	11
<b>Apple slinky machine drive</b>	Cost of one machine = \$29 Selling Price = \$39	Profit per machine = <b>\$10</b> Profit on 50 machines = <b>\$500</b>	Great for families.	12
<b>Healthy cookbook fundraiser</b>	Cost of printing one recipe book = \$7 Selling Price = \$15	Profit per book = <b>\$8</b> Profit on 100 books sold = <b>\$800</b>	Churches, schools and non-profit organisations have been turning recipes into fundraising success for years!	13
<b>Smoothie day fundraiser</b>	Cost of ingredients (to make 20 banana super smoothies) = \$26 Cost per smoothie = \$1.30 Selling price per smoothie = \$5	Profit per smoothie = <b>\$3.70</b> Profit on 20 smoothies = <b>\$74</b>	Give the parents and volunteers a break and have the children make the smoothies!	9
<b>Raffle with healthy food prize</b>	Cost of ticket book and prize	100 tickets at \$2 each = <b>\$200</b> (minus cost of ticket book and prize)	Easy to repeat throughout the year.	14



## Background information

### Why should we focus on healthy fundraising?

There are many important reasons why we should focus on healthy fundraising:

- Encourages healthy eating
- Makes money for your organisation while promoting health and wellbeing
- Shows your community that you care about health rather than profit alone
- Provides satisfaction from being a positive role model
- Supports the same messages about health that children learn from school e.g. through the Fresh Tastes @ School NSW Healthy School Canteen Strategy
- Does not put pressure on people to spend money on fundraisers they don't agree with, or that they feel obliged to participate in, such as chocolate drives
- Does not support or advertise unhealthy products in the community.

### Why should we worry about unhealthy fundraising?

Food is commonly used as a focus in fundraising and often the food chosen is of poor nutritional quality. Chocolates, donuts, sausages and soft drink are typical examples. The Australian Dietary Guidelines call these foods 'sometimes' foods. They should only be eaten occasionally or as a treat because they contain high amounts of fat, sugar and/or salt, and little fibre or essential nutrients. Too many of these foods can contribute to poor health and obesity.

Australian kids are not as healthy as they should be. The current consumption of fruit and vegetables by children is well below recommended requirements. Tooth decay, constipation and iron deficiency are now common diet related problems. It is estimated that 20-25% of children and adolescents are overweight or obese. The percentage of adults who are overweight or obese is estimated to be 50-60%. Overweight and obesity increase the risk of chronic disease, including some cancers. It is estimated that up to a third of cancers could be prevented by a healthy diet, physical activity and maintaining a healthy body weight.

**Making the choice to raise funds in a healthy way is one way community groups can play a part in tackling these problems.**

### Fundraising activities

Organisations fundraise in a variety of different ways. Some fundraisers promote healthy eating, while others promote active living or may be health-neutral.

**Table 1 - Examples of health promoting and health-neutral fundraisers.**

Promote healthy eating	Promote active living	Health-neutral
<ul style="list-style-type: none"> <li>• Healthy BBQs</li> <li>• Hot cross buns</li> <li>• Healthy cooking lessons</li> <li>• Healthy cookbooks</li> <li>• Apple slinky machines</li> <li>• Soup days</li> <li>• Smoothie days</li> <li>• Nutritious food hampers</li> <li>• Healthy bake sale</li> <li>• Boxes of fresh fruit and vegetables</li> <li>• Frozen berries</li> <li>• Vegetable seedlings (also promotes active living)</li> </ul>	<ul style="list-style-type: none"> <li>• Walk-a-thon</li> <li>• Cycle-a-thon</li> <li>• Run-a-thon</li> <li>• Swim-a-thon</li> <li>• Dance-a-thon</li> <li>• Skate-a-thon</li> <li>• Pedometer stepping sponsorships</li> <li>• Discos</li> <li>• Hopscotch championships</li> <li>• Discount vouchers to bowling clubs, sport clubs, gyms, recreation centres</li> <li>• Flower bulbs</li> </ul>	<ul style="list-style-type: none"> <li>• Socks</li> <li>• Aprons</li> <li>• Discount vouchers to the movies</li> <li>• Personalised calendars, plates, mugs, tea towels</li> <li>• Entertainment books</li> <li>• Toothbrushes</li> <li>• Sunscreen</li> <li>• Raffles (e.g. holiday)</li> <li>• Clothing and book labels</li> <li>• Christmas gift wrapping</li> <li>• Family photos</li> <li>• Quiz night</li> <li>• Trash and treasure sale</li> <li>• Beauty treatment vouchers or hampers</li> <li>• Second hand book stalls</li> <li>• Trivia night</li> <li>• Renting out facilities</li> </ul>

Healthy Fundraising:  
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## Section 1. Healthier Options for the Sausage Sizzle

### Lean hamburgers on bread rolls, served with

- Coleslaw
- Onions and tomato
- BBQ capsicum and onion slices
- Offer wholemeal and multigrain varieties, no need to butter rolls. For small children offer mini burgers.

### Kebabs

- Pre-skewered lean meat or chicken
- Add assorted vegetables e.g. mushrooms, onion, capsicum, zucchini, or any vegetable on 'special' or in season. Add chopped pineapple for sweetness
- Marinate in 2 cloves crushed garlic, 1 tbsp honey, 1 tbsp reduced salt soy sauce, 2 tsp sesame oil, 1 tbsp olive oil for at least one hour
- Thread alternating ingredients onto bamboo skewers which have been soaked in hot water. Cut sharp end of stick off. Grill for 8 to 10 minutes, turning occasionally.

### BBQ vegetables

- Try eggplant, capsicum, zucchini, mushroom, sweet potato, pumpkin, carrot and broccoli
- Cut up and spray with some olive oil or a marinade. Cook the vegetables on a hot BBQ plate for 6 to 10 minutes.

### BBQ corn cobs

- Grill sliced corn cobs on the BBQ (spray with either polyunsaturated or monounsaturated oils)
- Serve with toothpicks
- Add grain mustard or spices.

### Reduced fat and salt sausages

Sausages can be made with reduced fat and salt. These are a healthier option for the BBQ. Look at the nutrition information and aim for sausages with:

- <10g fat per 100g and <500mg salt per 100g (for example You'll love Coles reduced fat and salt, Woolworths Heart Smart, Peppercorn extra lean)
- If you use a local butcher ask if they can prepare a sausage that meets the requirements.

### Veggie burger

Veggie burgers are a fabulously versatile sausage alternative. They have been used successfully in groups of 15 and in mammoth events of 1300 children! The key is to highlight the variety, colour and fun of veggie alternatives, and remind your community of your shared commitment to health.

### Makes 15 small burger patties

- 2 carrots grated
- ½ zucchini grated
- 1 x 130g can corn niblets drained
- medium potato grated
- 2 sticks of celery finely chopped
- 1 small onion finely chopped
- 2 eggs
- ½ cup self raising flour
- 1 tsp salt
- Small amount of oil for frying

In a bowl mix all the ingredients except the oil. Form mixture into patties or scoop out spoonfuls straight onto BBQ or hot plate. Place a patty onto a wholemeal roll with salad and sauce such as sweet chilli, tomato or BBQ if desired. Salad fillings might include: lettuce, sliced tomato, beetroot, onion, avocado, sliced capsicum, grated zucchini etc.

*Adapted with Permission from Tooty Fruity Veggie, North Coast Area Health Service*

### Do a quick health check on your sizzle

- Wholemeal/high fibre bread
- Leave margarine off the bread
- Lean meats/kebabs/skinless chicken (limit sausages, greasy burgers and chops)
- Vegetarian options e.g. veggie burgers or vegetarian sausages
- Variety of in season salads and vegetables (avoid using meats in your salads, if you have meat on your BBQ). Go for low fat dressings
- Vegies to BBQ. Use only a small amount of healthy oils (olive, canola, soybean, sunflower)
- Use salt reduced or no added salt sauces
- Variety of fruit in season - try peaches, apricots, apples, watermelon, rockmelon, berries, pineapple and oranges. Have fruit already cut up. Try freezing some as an option
- Water - have plenty of cold water available

# Recipe Ideas for Promoting Fruit and Vegetables

## Recipe ideas for promoting salad and vegetables

### Apple salad

Chopped red apple (in lemon juice), sliced celery, chopped pitted dates, low-fat yoghurt

### Bean salad

3 bean mix, lightly cooked fresh green beans or peas, sprinkled with toasted sesame seeds or low fat dressing

### Bean & tomato salad

Blanched green beans, cherry or diced tomatoes, shallots, slivered almonds, low fat yoghurt

### Green pea salad

Blanched peas, sliced mushrooms, chopped onion and lemon juice

### Lentil salad

Cooked lentils, grated carrot, chopped capsicum and sliced onion or shallots

### Marinated vegetable salad

Lightly steamed or microwaved pieces of cauliflower, carrot, broccoli, eggplant mixed with raw mushrooms, capsicum and onion or shallots. Marinate overnight if possible or for at least an hour (try low fat French dressing)

### Tossed salad

Lettuce, tomato wedges, sliced capsicum, sliced cucumber, bean sprouts and low fat dressing

### Carrot salad

Grated carrot, orange juice and sultanas

### Carrot & zucchini salad

Grated carrot, grated zucchini, sultanas, fresh grapes, orange juice

### Cauliflower salad

Blanched cauliflower and broccoli and add low fat dressing

### Pineapple salad

Diced, fresh or canned unsweetened pineapple, sliced celery and mint

### Coleslaw

- ¼ cabbage – shredded
- 2 carrots - grated
- 6 shallots – sliced
- 1 small capsicum - diced
- low fat mayonnaise

Combine all vegetable ingredients, and then stir through the mayonnaise.

### Variations:

- Hawaiian slaw - add chopped or crushed pineapple
- Jungle slaw - add sultanas
- Grannie slaw - add green apples
- Corny slaw - add corn kernels

### Zucchini slice

- 5 eggs
- 1 cup self raising flour
- 4 medium zucchini, grated
- 1 cup grated low fat cheddar
- 1 large onion, finely chopped
- 1/3 cup olive oil
- Pepper to taste

Beat eggs and slowly add other ingredients in order. Pour into a greased 20 cm x 30 cm baking dish and bake in a moderate oven for 30 - 40 minutes. Serve hot or cold.

**Healthy Tip: If people are going to bring a salad or vegetables to complete a meal or for an event, put this list on the notice board and have everyone put their name against the dish they will bring. This will ensure a great variety of tasty choices!**

**Then keep the list as a handy reference with your other catering information.**

### Potato salad

- 20 small potatoes in the jacket
- 5 hard-boiled eggs (optional)
- 10 chopped shallots
- 2 cups chopped celery

### Dressing:

- 250mL low fat mayonnaise
- 90g low fat natural yoghurt
- 4 tbsp chopped fresh chives
- 2 tbsp chopped dill
- freshly ground black pepper
- 1 tbsp mustard

Bring a large pot of water to the boil, add potatoes, and continue to boil until just cooked. Drain potatoes and set aside to cool. Peel and chop eggs into quarters. Once cooled, halve potatoes, combine with other salad ingredients and toss. Combine all dressing ingredients in a jar and shake vigorously. Toss through salad and serve.

**Variations: canned corn, canned drained beans, French beans, bean sprouts, sliced raw mushrooms, canned or blanched peas.**

## Recipe ideas for promoting fruit

### Watermelon crush (Serves 10)

- 20 ice cubes
- 2 tbsp lemon juice
- 1 kg coarsely chopped watermelon

Combine in blender until smooth.

**Variations: replace watermelon with chopped orange, banana or kiwi fruit.**

### Frozen fruit

Try these great tasting options:

- Ripe bananas peeled, dipped in lemon juice, and frozen with a stick pushed in the end
- Frozen pineapple pieces rolled in desiccated coconut
- Frozen grapes
- Orange halves/quarters, pineapple slices, melon slices and watermelon all freeze well - serve in cups, ice-cream cone cups, or on sticks
- Fruit blocks: pour fruit juice into ice cube trays with a piece of fruit (try orange, banana, grape, melon or pineapple) at the bottom and add toothpick

### Fruit kebabs (Serves 10)

- 2 rockmelon - cut into cubes
- 2 pineapples - cut into cubes
- 1 punnet strawberries - washed and hulled
- 14 black grapes
- 3 bananas - cut into thick slices with lemon juice

Thread alternating fruit onto kebab sticks.

### Fruit salad

Fruit in season, diced, with a squeeze of lemon juice to keep colours fresh. Serve in a cup. Add some unsweetened canned fruit for variety. Add banana just before serving. Add a dollop of low fat fruit yoghurt.





## Fruit and vegetable muffin recipes

### Carrot muffins

- 1½ cups self raising flour
- 1 cup wholemeal self raising flour
- 2 tsp cinnamon
- ¾ cup brown sugar
- ¾ cup sultanas
- 1½ cups grated carrot
- 2 tbsp vegetable oil
- 1 tbsp golden syrup
- 310 mL (1¼ cups) milk
- 1 egg, lightly beaten
- 1 tsp vanilla essence

Preheat the oven to 180°C. Lightly grease a 12 hole non stick muffin pan. Sift flours and cinnamon into a large bowl. Stir in brown sugar, sultanas and grated carrot. Make a well in the centre of the mixture. Whisk the oil, milk, egg, golden syrup and vanilla together with a fork, and then add to flour mixture. Stir gently until mixture is just combined. Spoon mixture into the prepared pan. Bake for 20 minutes or until muffins are well risen and spring back to the touch. Leave in the pan a few minutes then lift out onto a wire rack to cool.

### Apple carrot muffins

- 3 eggs
- 1 cup wholemeal plain flour
- ¾ cup sugar
- 1½ cups plain flour
- ½ cup canola oil
- 1 tsp baking soda
- 1 cup grated carrot
- 2 tsp cinnamon
- 1 cup grated apple
- 1 tsp vanilla

Combine wet ingredients then fold in the dry ingredients until just combined. Bake at 170°C for 25-30 minutes.

### Sweet potato muffins

- 2 cups (300g) sweet potato, finely grated
- 2 cups self raising flour
- 1 cup grated tasty cheese
- 90g margarine, melted & cooled
- 1 egg, lightly beaten
- 1 cup buttermilk
- salt and freshly ground black pepper to taste

Preheat oven to 180°C. Lightly grease a 12 hole non stick muffin pan. Sift flour into large mixing bowl. Add sweet potato and cheese, stir to combine, make a well in the centre. Mix margarine, egg and buttermilk then add all at once to dry ingredients. Using a fork or wooden spoon, stir until ingredients are just combined; do not overwork. Spoon mixture into prepared oven pans. Bake for 25 minutes until puffed and golden brown. Turn onto wire rack to cool for 10 minutes, serve warm with margarine.

### Zucchini, corn and cheese muffins

- 3 eggs
- 1½-2 cups of plain flour
- ½ cup canola oil
- 1 cup wholemeal plain flour
- 1 cup milk
- 1 tbsp baking powder
- 2 tsp brown sugar
- 1 tsp baking soda
- 2 tbsp chopped parsley
- ½ cup grated low fat cheese
- 1 cup corn kernels
- 1 pinch of salt

Lightly grease a 12 hole non stick muffin pan. Combine wet ingredients and cheese then fold in the dry ingredients until just combined. Bake at 170°C for 25-30 minutes.

### Tips for making great muffins:

- When mixing dry and liquid ingredients; mix until just combined, it may appear a little lumpy but this is normal. Do not over stir or beat as the muffins will be tough
- A 12 hole regular muffin pan can be replaced with three 12 hole mini muffin pans. Think about portion size of muffins. They should be no bigger than the size of a medium apple
- Serve warm and fresh if you can as they are especially delicious when warm and moist on the inside, and crisp on the outside. Can be frozen for up to 3 months.

### Healthy Tip: These are great ideas for dessert.

## Ideas For Selling Healthy Food

### A Soup Day fundraiser

**Try this great fundraiser during the colder months.**

You will need:

- Vegetable ingredients of your choice
- Bread – Offer wholemeal and multigrain bread or rolls. There's no need to add any spreads – think of the money savings to be made by skipping the spread!
- For creamy soups, use reduced fat milk or light evaporated milk instead of cream. This should save you money as milk is cheaper than cream and also adds a calcium boost. Or use a dollop of reduced fat natural yoghurt. There is no need to add salt, stock is highly flavoured and commercial stock is quite high in salt anyway. Try adding herbs and simmer the soup to develop the flavour
- Equipment – Chopping boards, knives, pots, food processor, spoons, cups and ladles
- Volunteers – A great opportunity to involve volunteers
- Posters – Photocopy or print some great looking promotional posters. Focus on the taste, rather than health.

#### Six reasons why soups are such great fundraisers

1. Soups can be made quickly and cheaply
2. Soups have such wide appeal, both kids and adults love them
3. There's nothing quite like a steaming cup of soup on a cold day
4. You can make them the day before and they taste even better
5. Soups are a great way to include vegetables
6. There is so much variety. Try a different soup each fundraiser.

#### Soup hints

- Offer whole or half cups
- Preferably home made or a combination of home made and commercial
- Serve with half a bread roll or chunks of French stick.



### Soup recipes

#### Mealtime pumpkin soup (Serves 10)

- 1 medium size blue pumpkin peeled and coarsely chopped
- 3 chopped onions
- 440 - 500g pre-soaked or canned borlotti, broad or kidney beans
- ¾ cup rice
- 6 cups stock
- Freshly ground pepper

Saute onions in a little water in a sauce pan. Add chopped pumpkin and allow to steam with lid on. Season with pepper. Add stock. When pumpkin has completely cooked, add beans and rice and cook a further 30 minutes

Serve hot (but not too hot!)

**Variation: Saute onions and celery as above, add pumpkin and 5 cups of stock as above. Blend with 1 cup milk for a creamy pumpkin soup.**

#### Yellow split pea soup (Serves 10)

- 2L water
- 2 cups washed split peas
- 3 bay leaves
- 3 medium potatoes, cubed
- 1 cup chopped cauliflower
- 2 sliced zucchini
- 2 diced red capsicums
- 3 grated carrots
- ½ cup parsley

In a large pot bring to the boil split peas, bay leaves and vegetables, adding carrot last. Allow to simmer for approximately 30 minutes, or until split peas are soft. Garnish with chopped parsley before serving.

*Reproduced with permission from Fruitful Fundraising – Fresh Ideas for the Picking, 2005. Community Nutrition Unit, Department of Health and Human Services, Tasmania*

## A Smoothie Day fundraiser

**Fundraising Tip: A smoothie day is a great way of promoting delicious drinks incorporating milk, yoghurt and fruit. Great for summer!**

You will need:

- Ingredients – reduced fat milk, reduced fat yoghurt and fresh, canned or frozen fruit (frozen fruit makes a much thicker smoothie)
- Blenders and milkshake makers – Some options for accessing these include:
  1. Borrow from the school
  2. Borrow from a member of the organisation
  3. Hire or purchase the equipment – this could be a good option if you plan to do this regularly
- Equipment – Chopping boards, knives, spoons, jugs, cups, straws and blenders
- Ice blocks – Optional. If you are using ice, make sure that your equipment can blend ice
- Volunteers – A great opportunity to involve volunteers
- Posters – Photocopy or print some great looking promotional posters.

## Smoothie recipes

### Banana super smoothie

Blend or process until creamy 1 cup of reduced fat milk, ½ cup of vanilla reduced fat yoghurt, 1 ripe banana

### Mango lassi

Whiz in a blender until thick and smooth 3 ripe mangos (chilled and chopped), 1 cup reduced fat plain yoghurt, 1 cup reduced fat milk, 1 tsp honey, 1 tsp cinnamon

*Reproduced with permission from Fruitful Fundraising – Fresh Ideas for the Picking, 2005. Community Nutrition Unit, Department of Health and Human Services, Tasmania*

**Fundraising Tip: For one-off food events it might be possible to get food donated, for example milk for a smoothie fundraiser. For food events that happen on a more regular basis, it's worth asking if local outlets can provide foods at a discounted rate.**

**Healthy Eating Tip: After fundraising activities that involve physical activity, such as a bike-a-thon, provide chilled water instead of soft drink or sports drinks. These contain far too much sugar (8 tsp per 250mL) and are not necessary to re-fuel or re-hydrate. Plain water is the best choice.**

## Want more recipe ideas?

- 'Go for 2 and 5' Fruit and Vegetable website: <http://www.gofor2and5.com.au/>
- Cancer Council - 'Healthier Choices' Guidelines for Serving Healthier Foods at Local Council Functions and Events [http://www.cancercouncil.com.au/html/schoolsandcommunities/communities/downloads/ResourcesCP\\_HealthierChoices.pdf](http://www.cancercouncil.com.au/html/schoolsandcommunities/communities/downloads/ResourcesCP_HealthierChoices.pdf)

## More healthy food ideas

### Jacket potatoes

- Top with your favourite fillings. Have a variety of toppings like bolognaise, coleslaw, tuna and corn, beans or crushed unsweetened pineapple
- Swap ricotta cheese for sour cream and skip the margarine
- Jacket potatoes are easy to make. Boil, bake or microwave. Cut a small cross across the top and press to form the opening. You can make a small and large serve with different sized potatoes. Use a griller to melt cheese on top.

### Vegetable and meat lasagne

- Add a variety of vegetables to a normal meat lasagne
- Examples of vegies include carrot, broccoli, cauliflower, celery, capsicum, corn, spinach, mushrooms, beans.

### Mini pizza

- Use halved English muffins
- Add tinned pineapple, capsicum, mushrooms, onion, tomato
- Let kids add their own toppings.

### Vegetable fried rice

- Include a heap of fresh vegies.

### Toasted cheese and tomato sandwiches

- Cut into triangles.

### Pancakes or pikelets

- Top with canned apple, cinnamon & maple syrup
- Try banana and honey
- Try savoury pancakes or pikelets for a different flavour.

*Adapted with Permission from Tooty Fruity Veggie, North Coast Area Health Service*

## Section 4. A Healthy Food Stall

**If you are volunteering your time to hold a stall at a community event consider offering a healthy alternative and promoting your stall as such. Many festivals and events have few healthy alternatives, and increasingly people are looking for these. Other places to consider holding a stall are local markets, school fetes, exhibitions, or on a local street or shopping centre.**

The recipes included here should give you plenty of inspiration for selling healthy food. Choose from:

- Fruit juices, smoothies, fruit salad or fruit kebabs
- Healthier muffins, scones and slices
- Baked potatoes
- Healthy BBQ options
- Soup with bread
- Noodle boxes or curries with rice
- Drink stall - if you choose to hold a drink stall swap the soft drink for small 100% fruit juices or low fat flavoured milks (small means <350mL). Water can be a great seller too.

**Fundraising Tip: Check with your local council for stall holder guidelines.**





## A Healthy Food Drive

These fundraising ideas provide a healthy and delicious alternative to high fat and sugar treats.

<p><b>Fresh fruit and vegetables</b></p>	<ul style="list-style-type: none"> <li>• Take advantage of wonderful fresh fruit and vegetables</li> <li>• Buy direct from a local grower or retailer at wholesale prices and sell to make a profit e.g. 2kg bags of apples or cherries. You can easily offer more than one type of fruit at a time</li> <li>• Set your selling price to determine your own profit</li> <li>• Conduct at various times throughout the year, focussing on produce in season. To check what's in season visit the 'Go for 2 and 5' website at <a href="http://www.gofor2and5.com.au">http://www.gofor2and5.com.au</a></li> <li>• Pre-packaged salads are also great – try family favourites such as coleslaw and pasta in small or large sizes</li> </ul>
<p><b>Dried fruit and nuts</b></p>	<ul style="list-style-type: none"> <li>• Sell packets of apples, pears and other dried fruit favourites to families as a healthy snack</li> <li>• Go for unsalted nuts and 100% dried fruit. Remember a small handful of either is a serve</li> <li>• Try popcorn as another healthier snack option. Look for air-popped popcorn which is low in fat (less than 5g fat per 100g)</li> <li>• Be careful - you can't assume all products are healthy choices e.g. banana chips are often high in saturated fat. Go for foods that have undergone minimal processing and are closest to their natural form</li> <li>• Look for a local outlet in your community or investigate larger companies e.g. Healthier Fundraising Australia <a href="http://www.healthfundraising.com.au/">http://www.healthfundraising.com.au/</a></li> </ul>
<p><b>Healthier bakery items</b></p>	<ul style="list-style-type: none"> <li>• Go for wholemeal and grain breads, rolls, muffins and crumpets</li> <li>• Try some more fancy items like Turkish breads and fruit buns</li> <li>• Source products from a local bakery or retailer</li> <li>• Remember that many products can be delivered fresh and then frozen once purchased</li> <li>• Make great profits – up to \$1 on each item sold</li> </ul>
<p><b>Hot cross buns</b></p>	<ul style="list-style-type: none"> <li>• Hot cross buns are always popular. At Easter most families will be purchasing hot cross buns anyway so why not keep the profits for your club rather than the supermarket. This is an easy annual fundraiser.</li> <li>• Pre-sell to family and friends in February and March for delivery just prior to Easter</li> </ul>

**Fundraising Tip: It's great when fundraising includes 'essential' products rather than 'luxury' or unnecessary products, as it puts less financial strain on families.**

## Great non-food fundraising drive ideas

<p><b>Seedlings, plants and bulbs</b></p>	<ul style="list-style-type: none"> <li>• Contact your local nursery</li> <li>• Obtain wholesale prices and resale prices to determine your profit</li> <li>• If you have the time, buy a packet of seeds and plant them. Then sell the established plants for a larger profit</li> <li>• Large companies also run plant and bulb drives. They have glossy brochures and easy instructions for running your fundraiser             <ul style="list-style-type: none"> <li>– Garden Express Fundraising, 1800 001 669 or visit <a href="mailto:fundraising@gardenexpress.com.au">fundraising@gardenexpress.com.au</a></li> <li>– Tesselaar Bulbs, 1300 428 527 or visit <a href="http://www.tesselaar.net.au/fundraising/default.asp">http://www.tesselaar.net.au/fundraising/default.asp</a></li> </ul> </li> </ul>
<p><b>Apple slinky machine</b></p>	<ul style="list-style-type: none"> <li>• This is a nifty device that turns a humble apple into a peeled, cored, sliced “slinky” in just seconds! Simply load the apple onto the holder, lock in place, and turn the handle!</li> <li>• Test out the reactions to the apple slinky machine by purchasing one for the organisation and trying it out first</li> <li>• Selling Points: A huge hit with kids, even those who say they don't eat fruit; great for parties; quick and easy for preparing apples for stewing or fruit salad; easy to use and clean</li> <li>• Keep the peel for more fibre - simply hold down the peeling arm using the lock lever, or remove the peeling arm if you'd prefer</li> <li>• Available from             <ul style="list-style-type: none"> <li>– Live it Up Lifestyle Product Free call 1800 227 004 <a href="http://www.liveitup.net.au">www.liveitup.net.au</a> RRP \$39 plus \$10 shipping to anywhere in Australia.</li> <li>– Hillmark Industries Pty Ltd Freecall 1800 671 109 <a href="http://www.hillmark.com.au">www.hillmark.com.au</a> \$39 per unit or 28.20 for 12 or more units</li> </ul> </li> </ul>
<p><b>Sushi maker</b></p>	<ul style="list-style-type: none"> <li>• A sushi maker could be a popular seller in some communities</li> <li>• Enjoy Japanese cuisines at home. Perfect sushi every time. Ideal for easy lunches or dinner for guests</li> <li>• Available from             <ul style="list-style-type: none"> <li>– Hillmark Industries Pty Ltd Freecall 1800 671 109 <a href="http://www.hillmark.com.au">www.hillmark.com.au</a></li> </ul> </li> </ul>
<p><b>Tupperware or similar products</b></p>	<ul style="list-style-type: none"> <li>• Easy to organise and fun</li> <li>• Send catalogues so people can order at home or organise a demonstration</li> <li>• Earn a percentage of total sales</li> </ul>

## How to Make Your Healthy Cookbook

- Call for healthy recipes. Let people know that healthy recipes are:
  - Low in fat, especially saturated fat
  - High in fibre
  - Contain fruit and vegetables
  - Low in salt
- Compile recipes
- Ask someone to review the recipes if possible e.g. a Dietitian at the local health centre, a health focussed school teacher or a knowledgeable community member. It's important to check that the recipes are in fact healthy recipes! Having someone external can avoid conflict within your organisation
- There are fundraising organisations that specialise in making cookbooks. Visit [http://www.schoolyardstories.com.au/index\\_cookbook.ph](http://www.schoolyardstories.com.au/index_cookbook.ph) or [http://www.ultimatefundraising.com.au/cook\\_books\\_personalised](http://www.ultimatefundraising.com.au/cook_books_personalised)  
They can give you all the details about expected work load and profits so you can undertake the fundraiser knowing exactly what the outcomes will be
- Include some healthy eating information in your cook book too e.g. the Dietary Guidelines for Australians
- Consider a theme such as favourite recipes, fabulous deserts, low fat, recipes for children's party foods, Christmas and other seasons or international recipes
- Personalise recipes with photos or drawings to create an attractive and original cookbook

**Fundraising Tip: Recipe books are perfect for gifts anytime of the year. You could make a recipe calendar instead of a recipe book.**

## Making a profit

Churches, schools and non-profit organisations have been turning recipes into fundraising success for years.

- Investigate options for cheap local printing
- Think of a catchy name for the recipe book – you could run a competition to name the book and/or design the cover – this can help increase your profits
- Include advertising spots throughout the cookbook as a method of increasing profits
- Obtain some sponsors for the book as that can increase the profits greatly.



Healthy Fundraising:  
Guidelines to promote health,  
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## Healthy Prizes

Consider these health promoting ideas when you next need a prize:

### A hamper of healthy food options (home-made or purchased)

- Fruit and vegetable basket, with a focus on great tasting seasonal produce
- A healthy bakery basket: including wholegrain/ wholemeal breads, rolls and fancy breads
- A healthy meat tray: lean meats, skinless chicken, add something different like kangaroo
- Dried fruits and nuts basket: look for unsalted nuts and 100% fruit products.

### Vouchers from your fruit and vegetable market – they might be willing to give vouchers for prizes

#### Healthy cooking equipment

- quality non stick pan
- baking tray
- egg poacher
- health grill

### A healthy cookbook or reading book – available from major bookstores. Some good titles include:

- Australian Women's Weekly: Various titles including Fast Healthy, Fresh Fast Food, Fast Vegies, Low Fat Delicious, \$19.95 each
- Symply Too Good To Be True, Annette Sym, \$12.95 each
- The Heart Foundation Deliciously Healthy \$24.95, Real Food \$19.95
- Gold Medal Nutrition, Glenn Cardwell, \$33.95
- Nutrition for Life, Catherine Saxelby, \$29.95
- Kids Food Health Series: Nutrition and your child's development 1, 2 & 3, \$24.95 each.

Try asking your local restaurant to donate a delicious healthy meal for two or a family (this is great advertising for the restaurant).

#### Gardening items

- Gloves
- Small trowel
- Seeds or seedlings
- Fertiliser
- Gardening book or pocket guide.

#### Sports goods

- Tennis balls
- Goggles and swimming towel
- Soccer ball
- Go for items that will be popular with your group.

#### Themed meal kit

- Italian – fill with ingredients to make an Italian dish e.g. pasta, pasta sauce, fresh vegetables
- Asian – fill with ingredients to make an Asian meal e.g. fresh vegetables, soy sauce, honey, coriander paste, add an inexpensive bamboo steamer and chop sticks
- Soup – fill with soup ingredients e.g. fresh veg soup pack, dried lentils, soup ladle, soup recipe book.

**Healthy Tip: These ideas are great alternatives to chocolates, high fat/sugar grocery items or wine.**

## Making a profit

A raffle can be as big or as small as you want it to be and is a relatively time efficient way of raising funds. On a small scale, like a meat raffle, you could sell 100 tickets at \$2 each and make \$200 (minus the tickets and cost of prize). Repeating this on several occasions over a number of months can be quite profitable.

- Offer a discount for bulk purchases of tickets to encourage the purchase of more tickets i.e. \$3 each or 4 for \$10
- Obtaining prizes can be the most daunting part of the whole process. Use your contacts with business and friends to get a discount or donated prize. Promote yourself and your cause when doing this. In return you could offer some promotion or advertising for their products/ business
- For all the information you need on the legalities of organising a raffle visit [http://www.olgr.nsw.gov.au/promos\\_lotteries\\_factsheets.asp](http://www.olgr.nsw.gov.au/promos_lotteries_factsheets.asp) for the Community Gaming - Lotteries Fact Sheet 1.



## A Healthy Fundraising Policy

**A fundraising policy can be a stand-alone document or can be included in other policy related documents.**

### Why have a fundraising policy?

The advantages of developing a policy include:

- Helps to bring about changes and sustain them into the future
- Helps new individuals and families to be aware of the food and nutrition practices encouraged by the organisation
- Simplifies decision-making at meetings when planning and selecting fundraisers
- Ensures that food used for fundraising reflects healthy eating messages and parents efforts to improve the health of their children.

### How to develop a policy

- Get your group/fundraising committee together to discuss your current fundraising practices and desired changes
- Write a draft policy
- Invite other interested people to be part of the process and comment on the policy. Perhaps similar organisations might be able to provide some comment. Consider asking a local Dietitian for input
- Finalise and adopt the policy and plan your fundraisers using your new guidelines.



### Things to include in your policy

1. Include a general statement about fundraising and health e.g.  
*'As part of our commitment to the health and wellbeing of our members, families and staff, we aim to choose fundraisers that complement our health and wellbeing'*
2. Include specific statements about the types of fundraisers you will conduct so that it's clear what you will base your decisions on when it comes time to plan e.g.  
*'Our organisation will make sure that ALL/at least 80% of food fundraising chosen will be in line with the Dietary Guidelines for Children and Adolescents and the Australian Guide to Healthy Eating.'*
3. You may like to include specific statements about chocolate or confectionery drives if they have been a large part of your previous fundraising and this is something you want to change e.g.  
*'Our organisation will not run chocolate or confectionery drives', or 'Chocolate or confectionery drives will be limited to no more than one per year. Families will not be pressured to take boxes of chocolate/confectionery and families will receive a maximum of one box each. Families will be given the choice of donating the amount equivalent to the profit from a box of chocolates but not take the box.'*
4. Examples of policy statements that you could include regarding offering healthier foods are:  
*'Events such suppers, after game meals, stalls at events etc will include healthier food choices and always have water available.'*  
*'Our organisation will run at least one fundraiser each year that supports our local fruit and vegetable industry.'*  
*'When our organisation holds sausage sizzles, we will include leaner meats/burgers/kebabs, salads/vegies and wholemeal/grain bread.'*
5. Remember to make a mention of food safety e.g.  
*'Whenever our organisation produces food for fundraising, we will follow food safety guidelines'*
6. And reference to sun smart practices e.g.  
*'For outdoor events, our organisation will ensure there is suitable shade areas and sunscreen provided/used'*
7. And finally a note on sharing the workload e.g.  
*'The work of coordinating and organising fundraising will be shared among enough volunteers so that individuals are not overstressed'*

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## Section 9. A Fundraising Checklist for Organising and Promoting a Healthy Fundraiser

# A Fundraising Checklist for Organising and Promoting a Healthy Fundraiser

## Who?

- Are children, parents, businesses and the local community involved? Make sure you have identified all the key stakeholders.
- Make the most of your volunteers. Establish an organising committee or sub group.

## When?

- Develop a timeline of activities. List all jobs and allocate tasks. Be clear about when things need to be done by e.g. when order forms need to be sent out and received back, when food needs to be purchased etc
- Decide if it is a once-off or ongoing activity
- Set a target for the fundraiser e.g. \$1,000 for gym or sports equipment. People respond better when they understand the objective.

## Where?

- Where will the fundraising event take place? Make sure the location doesn't exclude any participants.

## How?

- Does the fundraising promote health?
- Does it encourage partnerships with other groups in the community?
- Actively promote the fundraiser as widely as you can. Use notice boards, newsletters, posters. Think of a catchy name
- Remember to promote your fundraising goal, and to promote your success to your community. Then start planning for a bigger goal next time around.

## What?

- What is the purpose of this activity?
- What will this activity achieve?

## Was it successful?

- Did the fundraising activity promote a healthy concept?
- Did it achieve what it set out to do?
- Allocate a small group to conduct evaluation – both during and at the end of the activity. Consider what needs to be addressed in the future for this activity to be more successful. Gain feedback from all of those involved. This is the best way to make sure next time is an even better success!

*Reproduced with permission from Fruitful Fundraising – Fresh Ideas for the Picking, 2005.  
Community Nutrition Unit, Department of Health and Human Services, Tasmania*



## Further Information:

For more information on healthy eating for children and adults see the Dietary Guidelines for Australians at:

[www.nhmrc.gov.au/publications/synopses/\\_files/n31.pdf](http://www.nhmrc.gov.au/publications/synopses/_files/n31.pdf)

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