

Promote Health, While Still Making a Profit

Fundraising is an integral part of maintaining valued programs and activities. Chosen fundraising methods reflect the priorities and values of your organisation to the broader community... So is it better to choose chocolates or a healthy fundraiser?

Australia is facing a growing epidemic of overweight and obesity. One way organisations can play a part in tackling this problem is by making the choice to fundraise in a healthy way. Instead of selling boxes of chocolates or lollies to raise money, choose a product or activity that encourages health and wellbeing.

This resource aims to inspire the school community to consider fundraising as an opportunity to promote health, while still making a profit.

Reasons for healthy fundraising:

1. Make money for your organisation while promoting health and wellbeing
2. Provide the satisfaction of being a positive role model
3. Show your community that you care about health rather than profit alone
4. Reinforce the health messages that children learn at school
5. Involve the whole community (eg: Schools – students, parents, teachers and other staff)
6. Not supporting or promoting unhealthy products in the community

Some ideas and suppliers may include:

Bottled water (Custom Label)

Cost: per bottle = 0.68–\$1.10 **Selling price** = \$2 **Profit:** per bottle = \$1.32–\$0.90 (*minus once off designer fee and postage*)

Designer charges a one off fee of \$90 plus delivery fee of \$60 minimum.

For more information visit Source Direct at www.sourcedirect.net.au

Car wash

Cost: of car washing liquid, sponges and buckets **Profit:** per car = \$10 (*minus expenses*)

Petrol station needs enough room to hold a car wash. Most petrol station managers will allow a car wash as they can draw in more business. Wear sunscreen, sunglasses and a hat for sun protection.



Garage sale

Cost: advertisement in local paper and any signage **Profit:** All sales made

Sell donated items and request your club members to volunteer their time to assist setting up and packing up

Healthy packaged snack food drive

Cost: 1 snack = \$1.05 Selling price = \$2 **Profit:** per snack = \$0.95 **Profit:** per 100 boxes (20 snacks per box) = \$2,280

Try dried fruit, trail mix, pretzels, air popped popcorn, nuts. Visit www.healthyfundraising.com.au ideas.

The Mango Fundraiser

Cost: 1 tray = \$18.50 Selling price = \$22.50–\$24.50

Profit: per tray = \$4–6

Profit: on 64 trays = \$256–\$384

14–20 mangoes per tray with a minimum order of 64 trays.

For more information visit www.mangofundraiser.com

Organic Veggie and Flower Growing Kits

Cost: per kit = \$36

Profit: per kit = \$24

Each kit contains 10 units sold for \$6 each.

For more information visit www.livingfundraisers.com.au

Raffle with a non-food prize

Cost: of ticket book and prize

Profit: 100 tickets at \$2 each = \$200 (*minus cost of ticket book and prize*)

Use your contacts with local businesses and friends to get a discounted or donated prize. In return you could offer some promotion or advertising for their products or business.

Scratch and Support Cards

Cost: for 20 cards (plus 4 bonus) = \$320

Profit: for 24 cards = \$1,600

Each card has 40 “scratchie” dots over amounts of 50c, \$1, \$2 and \$3. The card totals \$80.

For more information visit www.fastfundraising.com.au

Sock drive

Cost: Nil for club

Profit: per item = \$0.50–\$15.00

After registering, catalogues are distributed to all club members who then obtain orders and payment from friends and relatives. The club receives commission on all orders.

For more information visit www.sockittoyou.com.au

Sunscreen Fundraiser

Cost: per tube = \$5.20–\$22.40

Selling price = \$8–\$32

Profit: per tube = \$2.80–\$9.60

Sunscreen is available through the Cancer Council in 50ml to 1L tubes.

For more information visit www.australianfundraising.com.au/sunscreen-fundraiser.php

Other useful links:

www.croquetsa.com.au/wp-content/uploads/2013/07/FACTSHEET-Healthy-Fundraising-Ideas.pdf
(<http://goo.gl/rjgLOn>)

www.cancercouncil.com.au/wp-content/uploads/2010/11/09271_CAN3042_HealthyFundraising_FINAL.pdf-low-res-for-web.pdf (<http://goo.gl/qhSPfK>)

www.parentsjury.org.au/healthy-fundraising-campaign-guide/healthy-fundraising-ideas-that-make-a-profit#profit
(<http://goo.gl/GkWdUQ>)

Healthy Together Mildura does not endorse any particular product. The products listed above serve as examples of healthy fundraising only.

If there are any suppliers you would like to see added to the list, please contact Healthy Together Mildura on info@healthytogethermildura.com.au