

Tools for Schools



Resources for schools to support Policy 711-
*Healthier Foods and Nutrition in Public
Schools.*

Public Health, Horizon Health Network, area 3.

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The goal of this resource is to provide one document that contains a variety of information that will assist schools in promoting healthy eating.

The resource is divided into two sections. Section 1 contains a variety of ideas for generating funds for your school and focuses on fundraisers that comply with Policy 711- *Healthier Foods and Nutrition in Public Schools*. A variety of possibilities are presented. Some may not be manageable for your school, however, many could be implemented with fairly little effort. Involving the parent and/or student committees, as well as the broader community, in your fundraising event will help increase your success by distributing tasks and maximizing profits.

Section 2 contains other resources and links to information that will assist schools including teachers, parents, coaches, parent school committees, etc. with a variety of nutrition related topics.

Please feel free to share this tool broadly. The health of our children is everyone's responsibility and by working together we can make a difference in our children's health and thus help enable them to reach their full potential.



SECTION 1

Fundrai\$ers



Promote your school

- Consider things that **promote the school** such as a cookbook of healthy recipes made by the school, T-shirt/sweatshirt sales, bumper stickers or decals, calendars with student artwork.
- **Blame the dog** which is a professional designed bookmark made especially for your school.
www.blamethedog.ca
- **Canada Brand** manufactures custom silicone wristbands. They can be customized with your message.
www.canadaband.com



Get Active

- Support physical activity by organizing **fun runs, walk-a-thons, bike-a-thons, jump rope-a-thons.**
- **Kingswood-** Family Entertainment Centre, Hanwell, N.B.- a fun way of raising funds for groups of 5- 5000. All you need to do is set the date to hold the event and Kingswood will assist in making the event a success. (Note: Food/beverages offered at the event should support the School Nutrition and Healthy Eating Policy)
- **Rent a teen helper-** Set aside a Saturday where students volunteer to rake leaves, mow lawns, harvest a garden or walk/groom a dog.



Advance Academics

- Consider things that support academics such as **read-a-thons, science fairs or spelling bees.**



Be Creative

- Organize a **talent or fashion show or a theatre production** featuring the students. Combine with a dinner (i.e. spaghetti dinner prepared at your school) and sell tickets on the dinner theatre! Make it a comedy show and have male students model female clothing and females modeling the male outfits.
- **Students create their personalized greeting cards or calendars** as a normal art class activity. Turn their creations into cards that can be sold as a fundraiser.
www.cardsbyme.ca
- Have an **auction** where teachers have to do something for the students.
- **Jigs Personalized Puzzles Inc** offers personalized cookbook as well as calendars as possible fundraising activities.
www.jigspuzzles.com/FundraisingOptions.htm



Help the Environment

- **Dizolve-** Dizolve is an amazing Canadian invention. It gets your clothes really clean, saves you money, and helps the environment. Set up on-line ordering and every time someone orders, money goes to your campaign. <http://mydizolve.com/fundraise/>

- **Terracycle-** provides a free waste collection programs for hard to recycle materials and then turns the waste into affordable green products.
<https://www.terracycle.ca/en-CA/>

- Plan a **recycling day**. Encourage all families to collect their returnables and drop them off to the school at a specified time. Have some people assigned to deliver returnables to the depots. Some communities have recycling businesses that can help with your events (i.e. Best Metals- Fredericton)

- Promote the environment by **selling seeds** to grow in your own garden. <http://www.veseys.com/ca/en/about/veseys/fundraising>
Phone #: 1-800-363-7333

- Collect empty bags of **Oxford blueberries**. Each clean bag can be redeemed for \$1.00. Please refer to attached document for more information: [Oxford blueberry fundraiser 2011 flyer eng.pdf](#)

- Contact: (506) 459-2583
www.NBwildblue.ca

- **Charitable Recycling**. The program accepts all cell phones.
www.charitablerecycling.ca/CA/home.asp

- **EnviroBottles** specializes in fundraising with eco friendly products that encourage good stewardship and support our planet.
www.envirobottles.ca

- **Froggy Fundraising** promotes healthy living and compliments your organization greening initiatives. They offer a variety of earth-friendly paper and cleaning products.
www.froggyfundraising.com
- **Love a Tree Cotton Gift Bags** Environmentally Friendly Fundraising with 100% Cotton Gift Bags and Canvas Products. 1 tree planted for every 10 bags sold.
www.love-a-tree.com

Seasonal

- Contact your local **greenhouse/florist** to plan a fundraiser of poinsettias, holiday wreaths, bulbs, Valentine flowers, hanging baskets, Easter lilies. Interested individuals purchase a coupon and then go to the greenhouse during specified times to pick up their plant/bulbs.
- Work with your parent committee to organize a **school community yard sale or used book sale**.
- Hold a **raffle** for a basket of fruit, nuts and cheese and sell tickets during the meet the teacher night to help raise awareness of the school nutrition policy. Hold other raffles for baskets before Mother's day, Christmas or Valentines Day (avoid the chocolate and candy!) and ask families to donate small items to include in the baskets.



- [The Gingerbread Shop](#)
THE IN-SCHOOL HOLIDAY SHOPPING PROGRAM! We supply your

school with a complete "Christmas store in a box". A completely risk-free program with no up front or hidden costs. Children can now actively participate in the joy of giving by shopping for that perfect gift for Mom & Dad, or other family members and friends. They can shop in a completely safe non-commercial environment. Please visit our web site (Double click on the logo above). or call for more information! Toll Free 1-888-894-1130 Book your school's dates now! Kids, parents and teachers love this program!

<http://www.gingerbreadshop.ca/>

- Back to School- Who doesn't want the **best locker**? The top locker, right next to the homeroom door, is always a hot item. Try auctioning off each of these lockers for every room in the school. Students can buy tickets and then a draw can be done to determine the lucky locker winner. Money raised can be used as a fundraiser for the class or pooled for the school.
- Organize a Halloween Costume swap- Ask families to donate their previously used Halloween costumes and set aside a specific time to sell of the costumes to families in the community. Make things simple and sell all costumes for the same price (i.e. \$5.00) or have two prices, depending on the quality of the costume.
- Baking Potatoes- Promote NB potatoes! Top grade baking potatoes are available in a variety of sizes. Contact: Maple Ridge Farms in Jacksonville, NB. For more information call: (506) 328-8365.



Offer a Service

- Set up a day of **babysitting** where older students, parents and/or staff volunteer a few hours of their time to run a day long babysitting service at the school. Works well on a Saturday just

before Christmas. Charge parents the going rate for babysitting and all funds go directly to the school.

- Offer a **gift wrapping service** prior to Christmas where students/parents volunteer some time to wrap gifts.
- Organize a **car wash**. Pre-sell tickets as gifts.
- Partner with a local retail store such as Giant Tiger or the Dollar Store for a "**round up**" day. Students volunteer their time to bag customer purchases and customers are asked if they would like to "round up" the total of their purchase to the nearest dollar. The change is then donated to your school.



Things to Sell

- **Fresh Choice-** Produce Wholesaler, fruit baskets, boxes of fresh fruit. Colourful posters are available from Fresh Choice- be sure to advertise your fundraiser in prominent places such as store windows, bulletin boards in work places, church bulletins and public buildings. Also consider contacting the local radio station and ask them to advertise your *fresh* fruit fundraiser. Stress the importance of fruit as something all families need for proper nutrition and good health. Involve the Students Council or Parent School Committee and suggest that they delegate someone to look after sales, money collection, distribution and publicity.

Contact: Kathy@freshchoiceproduce.ca

Phone: 1-800-495-2250 or 457-0305

- **Halifax Citrus-** Fundraising with a peel! Fall, winter and spring campaigns. Good quality fruit and fast delivery. A no risk fundraiser with no minimum or maximum to buy.

www.halifaxcitrus.ca



- **Sell fruit or vegetable grams-** Students can purchase an apple or bag of vegetable sticks to send to a friend with a personal message.
- Organize a **School fundraiser at a local restaurant**. A restaurant offers a school a cut of the sales on a week night designated for the fundraiser. This is a marketing opportunity for the restaurant to drum up business and associate its brand with the school. Make sure to choose a restaurant that offers healthy choices such as sub sandwiches, pitas or home cooked meals.
- Contact a **local business** such as a gas station or department store and ask if they would donate a gift card. Sell tickets and draw for the lucky winner!
- Contact **Speerville Flour Mill**, a local supplier of healthy, local foods. They offer a fundraising program for schools which promotes whole grain flours, oats, pancake mix, etc. Please see link: [Speerville- Products for schools July 2011..doc](#)
www.speervilleflourmill.com
- Organize a **photo shoot for families**. Contact a photographer or a parent who is an amateur and can take a family picture. The pictures could then be stored on a CD and given to families. Ask families to make a donation to the school.
- **FundScrip-** FundScrip is a Canadian fundraising program that asks supporters of schools and other groups to pay for everyday purchases with gift cards bought through FundScrip. It's simple, when families shop at their usual stores for groceries, gasoline and

household items, the school will receive a percentage (between 2% to 10%) of all these purchases. Supporters can choose from over 170 major retailers across Canada. Gift cards can be purchased in advance and then sold to families, orders can be taken in advance and then one order can be placed for the group or individual families can order online and state the name of the school. Visit www.fundscrip.com for more information. (Bilingual)

Check out this link for an overview of the program.

http://www.fundscrip.com/Material/ProgramOverview_Detailed_en.pdf

- **Healthy Classmates** - A bus-shaped reusable case containing seasonal healthy and nutritious fresh fruit. For more information, contact Mitch Blunt from Ontario 1-888-704-7367. Would need to partner with producer/distributor from NB.
National Discount Fundraisers www.ndf-online.com
- **Healthy smiles fundraiser** -offers healthy toothbrush kits.
www.healthysmilefundraiser.ca
- **Canadian Community Reading Plan** is 100% Canadian owned and operated school and group magazine fundraising company.
www.ccrp.ca
- **Emily Press Labels** creates stylish, personalized kids labels for all their gear going to school. They are waterproof, dishwasher safe sticky labels and laundry safe clothing labels in adorable trendy colorful designs.
www.emilypress.com/default.aspx
- **IDLOOP** is a Canada based company with silicone accessories. They offer Canada's highest grade custom silicone wristbands as well as other premium accessories to help ensure that your fundraising and awareness initiative is a success.
www.idloop.com
- **Lovable Labels** has a fun and unique way to identify all your children's belongings. They provide personalized Sticker Labels in

regular size and slimline size, iron-ons, specially designed shoe labels, and bag tags. Free delivery Canada wide.

www.anita.lovablelabels.ca

- **Mabel's labels** offers durable colourful sticky labels for bottles, food containers, books, toys, everything that leaves your house. Dishwasher and microwave safe. They have clothing and shoe labels, bag tags, more.

www.linda.mabel.ca

- **Sun Groves-** Gift fruits and fruit baskets by **Sun Groves** providing Florida oranges, grapefruits, citrus and gift baskets.

www.sungroves.com

Phone #: 1-800-672-6438

- **Y-Ties-** Curly elastic laces- a fun, no-risk- in school fundraiser.

www.Y-ties.com

- **Maple Ridge Farms-** Top grade baking potatoes from Jacksonville, NB.

Phone #: (506) 328-8365.

- The **Shop & Support Program** is the easiest, best way for your organization to raise money on a consistent basis through your supporters everyday shopping. It's simple! PREFERRED ONE offers your organization the ability to purchase the cards & certificates at a discount. Your organization sells them at full-face value and your organization keeps the difference for fundraising activities. Your supporters use the cards & certificates to purchase goods and services at over 200 national and local establishments, including leading retail stores, grocery stores and restaurants.

www.shopandsupport.ca/newsas/Default.aspx



- [Regal Fundraising](http://www.RegalFundraising.ca)

Regal, Canada's oldest name in fundraising introduces the newest idea in fundraising, Personalized Web-Stores! We offer six catalogues a year with over 900 products. We do ALL the work, no more collecting orders, handling payments, receiving, sorting, storing or distributing the orders! This is the only No Hassle - Big Money fundraising program in the industry. No other fundraising program has more products, a better brand name or brings in more total sales!

www.RegalFundraising.ca



[Rich Hill Candles Inc.](http://www.richhillcandles.com)

New fundraising opportunity! Very unique custom label candle jars etc. No minimum orders are required. You provide your own logo/image/picture etc. We can create and forward you a sample. For details check the fundraising section on our website.

<http://www.richhillcandles.com>



[Spirit of Hockey](http://hockeyspirit.com)

Spirit of Hockey Keepsake Calendars: Fun animated hockey scenes. Earn \$10 per calendar. Record games, practices, and tournaments on each month. Enjoy the feature area to display the kid's individual and team photo. A hockey fans collection! Hockey for hockey - fundraising.

<http://hockeyspirit.com>

Stuck on You



Labels for every Terry, Dick or Harriet

[Stuck On You](http://StuckOnYou.com) (BILINGUAL)

Stuck On You is a children's name label company. We make name labels

in fun colours, with cute icons for all your children's clothing and toys
<https://www.stuckonyou.biz/canada/index.asp>



[Tasty Tidbits Gourmet Seasonings](http://www.tastytidbits.ca/)

Gourmet spice blends and bulk spices. No MSG or preservatives.
Attractive packaging, FREE full color order forms.

<http://www.tastytidbits.ca/>



[The Lilley Pad Candles and Soaps](http://www.thelilleypad.com/fundraising.htm)

The Lilley Pad Candles and Soaps soy and wax votives, tea lights, melts, and container candles are excellent fundraising products for your school or organization. Excellent products that will sell themselves with prices that could give you 100% profit.

<http://www.thelilleypad.com/fundraising.htm>



[The Picture Mug Canada](http://thepicturemug.ca/)

High-quality customizable products that sell themselves, pricing structure ensures maximum profit to the fundraising organization. These mugs can be supplied with custom inserts created by you or the school, then the end user can change it indefinitely to suit their needs!

<http://thepicturemug.ca/>

On-line Resources for Fundraising

- Healthy Fundraising at School - A Practical Guide for Parents and Educators:
<http://www.dashbc.org/upload/Healthy%20Fundraising%20For%20Schools.pdf>

- Healthy Eating at school Website- This website features research and reports on nutrition policies, success stories and many resources to support healthy eating at school.
<http://healthyeatingatschool.ca/>

- Healthy Fundraising for Schools- How to Raise Funds by Promoting Health and Having Fun!
<http://suncrest.sd41.bc.ca/documents/HFR.pdf>

- Stories from BC about fundraising activities that promote healthy food choices, provide opportunities to be active and/or contribute to community service.
http://www.dashbc.org/resources/fundraising_schools.pdf

- The candle cauldron- Ideas and tips for fundraising activities.
<http://www.candlecauldron.com/fundraisers.html>



SECTION 2

GRANT OPPORTUNITIES

- **School Wellness Grants-** Provided through Department Healthy and Inclusive Communities. A grant to encourage and support New Brunswick schools to contribute to the wellness of their students and their community.
http://www2.gnb.ca/content/gnb/en/services/services_renderer.201141.html
- **Communtiy Food Action Grant-** Provided through Department Healthy and Inclusive Communities. Supports community driven initiatives that address the healthy eating needs with a focus on improving food security. Requires a strong emphasis on partnerships.
http://www2.gnb.ca/content/gnb/en/services/services_renderer.201277.Wellness_-_Community_Food_Action_Program.html#serviceDescription
- **Breakfast for Learning.**
A leading national non-profit organization solely dedicated to child nutrition programs in Canada.



<http://www.breakfastforlearning.ca/>

- **Breakfast Clubs of Canada.**

A national not-for-profit organization dedicated to providing services and funding to school breakfast programs

www.breakfastclubscanada.org

- **S'cool Life Fund.**
Provides grants for D.R.E.A.M.S. (**D**rama, **R**ecreation, **E**xtra-curricular, **A**rts, **M**usic or **S**ports) projects for students in grades K-8 across the country. <http://www.scoollifefund.ca/>
- **Hellmann's Real Food Grant Program.**
Grants to support Canadian families in eating more fresh, real food.
<http://www.realfoodmovement.ca/latesttalk/grant-program/about-the-program/>
- **Show Kids you Care.** <http://www.showkidsyoucare.org>
- **IWK Community Grant.** This program does not give grants directly to schools, however, if a third party, non-profit organization wants to partner with a school to run a program in the school, they could apply for this grant. The outside organization would be the lead and would handle the money and reporting.

FOOD SECURITY

- Food Banks of Canada- This website provides tools for menu planning, creating a healthy shopping list and sample meal plans.
www.feedingfamilies.ca
- Doing More with Less- Affordable and Healthy Eating for Your Family.
<http://www.foodbankscanada.ca/getmedia/88c27ae9-8b01-45ef-aece-c6fb7881ac0a/doing-more-with-less-food-banks-canada-2010.pdf.aspx?ext=.pdf>
- Food Bank Wish List- Suggestions for healthy items that could be donated to local food banks.



Food Bank Wish List

- Recipe for Change- a great video for schools on food literacy and how to create your own school garden.
<http://www.foodshare.net/RFC/recipe-for-change-1.htm#video>

- Got Veggies- information on growing your own garden, recipes and actual lesson plans about gardening.

http://www.dhs.wisconsin.gov/health/physicalactivity/pdf_files/GotVeggies.pdf

- *CHEF!, Getting a Head Start on Healthy Living.* A toolkit aimed at children between the ages of 8 and 12 to help teach healthy eating and physical activity while learning the joys of cooking. The kit contains 5 separate sections including: Becoming a Chef, Keeping Food Safe, Healthy Eating, All About Nutrients and Be Active. The toolkit is available at:

<http://www.gnb.ca/0131/chefs-e.asp>

- *School Garden Resource Guide (Nova Scotia)*
<http://www.gov.ns.ca/agri/agaware/schoolgarden-guide.pdf>

PARENT RESOURCES

- The Dietitians of Canada website provides information to help you plan, shop and cook healthy meals. If you are looking for new recipes, check out the “learn more” link under the cook healthy section.

<http://www.dietitians.ca/Your-Health/Plan-Shop-Cook.aspx>

- This interactive website provides a way to personalize the information found in Canada's Food Guide to help you create your own food guide.

<http://www.hc-sc.gc.ca/fn-an/food-guide-aliment/myguide-monguide/index-eng.php>

- A great website to assist with menu planning... choose your goal, review the menu plan and create a shopping list. It's that simple!

www.eatrightontario.ca/menuplanner/en/tellUsAboutYourself.aspx

- Eat Well Central- A new website from Health Canada that provides lots of simple, user-friendly healthy eating tips to use every day. The initial focus (Sept. 2012) is on the busy back-to-school time period. The website will profile year-round awareness and information to encourage changes in our approach to healthy eating, including the way we shop, prepare foods and select foods when eating out.
http://www.healthycanadians.gc.ca/init/eat_well-bien_manger/index-eng.php
- Provincial School Nutrition Policy- a one pager on the NB school nutrition policy and what parents can do to support the policy in their child's school.



Newsletter
1(draft2).doc (26.

- Fuel up with breakfast- Find out why breakfast is the most important meal of the day and get some ideas to help your family fuel up.



Breakfast
chure.doc (328 KB

- What can I donate to my school breakfast program? Here are some suggestions for healthy items to donate for school breakfast programs that comply with the school nutrition policy.



What Could I
onate to a Schoo.



LABEL READING

- Health Canada has created a website to help Canadians make healthier food choices by using nutrition labeling information.

<http://www.hc-sc.gc.ca/fn-an/label-etiquet/nutrition/index-eng.php>

- Ready to take the quiz? If so, check out this interactive nutrition labeling quiz to see if you make the grade.

<http://www.hc-sc.gc.ca/fn-an/label-etiquet/nutrition/cons/interactive-eng.php>

- Want to learn more about what is in the food you are eating? Open the link below, click on "search" and type in common foods to find the nutrients they contain.

www.eatwise.ca

Nutrition Facts	
Per 1/2 cup (125 mL)	
Amount	% Daily Value
Calories 70	
Fat 0.5 g	1 %
Saturated Fat 0 g + Trans Fat 0 g	0 %
Cholesterol 0 mg	
Sodium 250 mg	10 %
Carbohydrate 13 g	4 %
Fibre 2 g	8 %
Sugars 6 g	
Protein 2 g	
Vitamin A 1 %	Vitamin C 2 %
Calcium 0 %	Iron 4 %

NON FOOD REWARDS

Providing food to reward good behavior connects food to mood. This practice can encourage children to eat even when they are not hungry. This can develop into the habit of children and adults; rewarding or comforting themselves with food behaviors associated with unhealthy eating. In addition, providing unhealthy food as a reward can undermine caregivers in their efforts to instill healthy eating habits in their children. Check out these links for ideas on promoting non food rewards in the classroom.

- <http://healthyschools.sd61.bc.ca/pdf/AlternativesToUsingFoodAsAReward.pdf>
- <http://www.wechealthunit.org/school-health/nutrition/nutrition-tools-for-schools/Fact%20Sheet%20Healthy%20Choices%20for%20Classroom%20Rewards.pdf>

ROLE MODELING

As teachers you are important role models for students. What you say and do has a huge impact on the children and youth that you teach. These links will provide some ideas on being a great role model in your school.

- http://www.healthunit.org/school/resources/Tools_for_Teachers.pdf
- <http://www.healthunit.org/school/resources/Fact%20Sheet%20Are%20You%20a%20Positive%20Role%20ModelLGL.pdf>

EAT TO PERFORM

RESOURCES for COACHES and PHYSICAL EDUCATION TEACHERS

In order for students to perform their best in their sport they need to be well nourished and well hydrated. Student athletes can also be positive role models to promote healthy eating choices for the entire student population. Where ever our youth go; whether at school, sports or at play, the healthy choice should be the easy choice. Do not be afraid to ask for a healthy choice if you do not see one. If more people (athletes, parents and coaches) are asking for healthy choices, likely the more we will see on the menus at facilities such as community rinks and pools.

- Looking for information on eating for peak performance?
Check out this link: <http://www.gnb.ca/0131/PDF/W/EatToPerform.pdf>
- For information on beverages for sport and health follow this link:
<http://www.gnb.ca/0131/PDF/W/Beverages.pdf>
- For additional information on sports nutrition visit:
<http://www.coach.ca/snac-sport-nutrition-p145045>

YOU TUBE VIDEOS

Go, Slow, Whoa- Bring back healthy foods and caution with foods high in fat, sugar and salt-
<http://www.youtube.com/watch?v=2nVVR0L7RHM>

The Fruit Rap-
<http://www.youtube.com/watch?v=2nVVR0L7RHM>

Spot the Block- Great video on label reading for students age 9-13 years (American)-
<http://www.youtube.com/watch?v=Rv-ZaoSZbfc>