

## INSIDE THIS ISSUE:

Fundraising Champion	1
Smart Snack Fundraisers	1
Fundraising Success Stories	2
Fundraising Resources	2
USDA FNS on YouTube	3
Up coming FNS Webinars	3
CSI	4



## Be a Healthy School Fundraising Champion!

If your school chooses to do fundraisers, communicating the same messages that support the goals of a healthy school environment while still earning money is a good idea! Making it a priority to plan “healthy” fundraisers that sell nonfood items or foods that meet the **Smart Snacks** nutrition standards can be lead by the school’s wellness committees and parent organizations.

All foods and beverages available for sale to students in schools during the school day are required to include more:

- whole grains,
- low-fat dairy,
- fruits,
- vegetables,
- and leaner proteins.

Foods items sold during the school day are also lower in saturated fat, added sugar, and sodium. The Alliance for a Healthier Generation’s **Smart Snacks Product Calculator and Product Navigator** can



help schools determine whether or not a product meets the **Smart Snacks** nutrition standards.

As a supporter of healthy fundraising, Local Education Agencies (LEAs) or designated personnel

help make sure that food fundraisers meet the Smart Snacks nutrition standards. **Smart Snacks tracking sheet** per school site is available on the DESE, Food and Nutrition Services (FNS) website to assist schools be in compliance, <http://dese.mo.gov/financial-admin-services/food-nutrition-services/smart-snacks-schools>.

In addition, states are given authority to choose the number of exempt fundraisers active during the ‘school day’ – defined as *midnight before and up to 30 minutes after the last instruction period*. In Missouri, DESE FNS defined it as five (5) exempt fundraisers, per school building, per school year, with a duration of no more than one day. An **Exempt Fundraiser tracking sheet** is also available for schools to track per

## No Time and Place Restrictions: Smart Snack Fundraisers

The **Smart Snack** standards apply during the school day but would not extend to foods and beverages sold as fundraisers during non-school hours, weekends or off-campus events.

Once it is determined as allowable, there is no restriction on the sale of the food and beverage at any grade level, during the school day anywhere on campus.

**This rule is a ‘no time and place’ restriction.**

On the other hand, the standards do provide a special exemption



for five (5) infrequent fundraisers that do not meet the nutrition standards as aforementioned.

It is also important to note that the exempt food or beverages sold as part of a fundraiser may not be presented in competition with school meals in the food service area during the meal service.

# Healthy School Fundraising Success Stories!



Becky Moomey, Erin Moomey's mom, starts the First-Annual "Sparkle Run" held at the Ankeny-DMACC campus on May 4, 2014.

## Sparkle Run at Crocker Elementary in Iowa raised \$25,000!

The Parent Teacher Organization at Crocker Elementary, Ankeny Community School District in Ankeny, Iowa, coordinated its first ever 5K run/walk with a Kids Fun Run.

The "Sparkle Run" was held in memory of Erin Moomey, a student of Crocker Elementary who lost her battle with cancer in 2013 at the age of 11.

All proceeds from the event went towards a new playground at Blank Children's Hospital, something that Erin always wanted to make happen. The PTO raised over \$25,000 through race registrations and silent auction donations. Due to the success of the 5K, the PTO is planning to hold one each year.

The school nutrition director supports the fundraiser by purchasing boxes of fruit such as apples, oranges, . . .

## ..... And Success Story #2!

### Tyler Consolidated High School in Tyler County, West Virginia, raised \$5,000!

Tyler Consolidated High School holds a Future Farmers of America (FFA) chapter fundraiser every year. During the Christmas/December fundraiser, the FFA chapter sells boxes of fruit, as well as fruit baskets. This fundraiser typi-

cally gives the FFA a profit of \$5,000, which is a huge success since the school is located in a small county. In February, the FFA chapter, along with a community volunteer, conducts a Strawberry Sale and it typically earns each club a profit of \$1,000-\$1,500. The school nutrition director supports the fundraiser by purchasing boxes of fruit such as apples, oranges,

and pears, and then strawberries in February, which serve as a wonderful supplement to the school meal program.



## Fundraising Resources:

Given the high rates of childhood obesity, many schools are reconsidering whether selling low-nutrition foods is an appropriate way to raise money. Practical and profitable healthy fundraising alternatives are available. A list of resources to look into are:

- More Success Stories and ideas: [www.cspinet.org/](http://www.cspinet.org/)

[new/pdf/healthy-school-fundraising-success-stories.pdf](#)

- Parent Tool Kit from Action for Healthy Kids: [www.actionforhealthykids.org/storage/documents/parent-toolkit/fundraisersf5.pdf](http://www.actionforhealthykids.org/storage/documents/parent-toolkit/fundraisersf5.pdf)

[www.healthysd.gov/Documents/HealthyFundraisingIdeas.pdf](http://www.healthysd.gov/Documents/HealthyFundraisingIdeas.pdf)

- And, A Fresh Look at Healthy Fundraisers by NYC: [www.nyc.gov/html/doh/downloads/pdf/dpho/dpho-fundraiser-guide.pdf](http://www.nyc.gov/html/doh/downloads/pdf/dpho/dpho-fundraiser-guide.pdf)

- Ideas from South Dakota:

# USDA Food and Nutrition Services on



United States Department of Agriculture's (USDA) Food and Nutrition Services (FNS) has its own YouTube channel with educational videos and webinars related to various topics of interest to school meal programs.

Topics with variable lengths from 3 minutes up to one hour are at the disposal of school food programs to view as their discretion. Subject matter include:

- Creating Healthy Menus using USDA foods.
- Feed the Children: Summer Feeding Programs
- Healthy Habits Take Root and how to involve students and community
- Farm to School: finding, buying

and serving local foods and how to employ Department of Defense for produce, etc.

The videos are presented from a practical sense by experts in the field and food service directors sharing practical experience and advice.

The videos can be found at [www.youtube.com/user/USDAfoodandnutrition/videos](http://www.youtube.com/user/USDAfoodandnutrition/videos).

## Up and coming USDA FNS Webinars\*:

**THURSDAY, DECEMBER 18, 2 P.M. EST**  
**THREE CHEFS WHO CONSULT WITH SCHOOLS -**  
**GARRETT BERDAN, CARLIN BREINIG, AND CYNDIE STORY**  
**THEY WILL SHARE THEIR EXPERTISE ON COMMON COOKING QUESTIONS.**

\*USDA webinars will be recorded and posted in its YouTube Channel



Free nutrition stickers are now available to schools participating in the National School Lunch Program and/or School Breakfast Program. Use these colorful 2" stickers as part of your school breakfast promotion and taste-testing events. See the Team **Nutrition Popular Events Idea Booklet** and our **Elementary School Posters** for related resources.

One roll = 200 stickers. Available for order under "Posters and Other Materials" <http://tn.ntis.gov/>



# Culinary Skills Institute



## Healthy Cuisine for Kids Program sponsored by the Mo Culinary Skills Institute (CSI)

A collaboration among



**Mission:** Support nutrition environments in Missouri schools by advancing culinary skills and abilities of food service staff.

Stay Tuned for up and coming details through DESE FNS!

The Healthy Cuisine for Kids (HCK) program is pleased to announce a spring break and summer training opportunities! CSI welcomes interested applicants serving students in the school meal program. It sponsors the HCK program which provides four hands on culinary lab experiences. The labs are lead by a culinary trainer and dietitian and include:

- Sharpening your skills in working as a team
- Culinary basics including knife skills, *mise en place* and benefits of being organized
- Preparing, taste testing and evaluating recipes including
  - Fruits and Vegetables
  - Whole Grain-Rich foods
  - Meat and Meat Alternates
- Developing new techniques for presenting and garnishing food.

The teaching team will direct, supervise, coach and assist in every aspect of the culinary lab.

Food and Nutrition Services  
P.O. Box 480, 205 Jefferson Street  
Jefferson City, Mo 65102  
Phone # 573-751-3526  
Fax # 573-526-3897

<http://www.dese.mo.gov/divadm/food>



The Department of Elementary and Secondary Education does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. Inquiries related to Department programs and to the location of services, activities, and facilities that are accessible by persons with disabilities may be directed to the Jefferson State Office Building, Civil Rights Compliance (Title VI/Title IX/504/ADA/Age Act), 205 Jefferson Street, Jefferson City, MO 65102-0480; telephone number 573-526-4757 or Relay Missouri 800-735-2966. In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discrimination on the basis of race, color, national origin, sex, age or disability. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TTY). USDA is an equal opportunity provider and employer.