Fundraisers Encourage Reading

and Running; Not Junk Food

their school community.

AND found a no-food fundraiser to

and running and....
Blender Bike & Spin Art Cycling: Spinning Toward a New Type of Celebration
MONTE VISTA ELEMENTARY SCHOOL | ALBUQUERQUE, NEW MEXICO

Like many schools, Monte Vista Elementary School depends on fundraisers throughout the year to maintain special programs and student activities. Cake Walks, cookie dough sales and a BBQ with typical, unhealthy fare were some of the school’s most popular fundraisers. Over the past few years, the school’s wellness council decided that one of their main goals was to replace the unhealthy fundraising activities with more active and healthier alternatives. When a parent brought forward the idea of the “Blender Bike,” the council was thrilled.

With funds from a national Safe Routes to School grant, they purchased the bike blender attachment from a company called Rock the Bike. A local nonprofit donated the bike and they were ready to ride.

The wellness council researched and purchased the blender attachment, keeps the schedule and makes sure it is available to teachers and for fundraisers. The bike has provided an opportunity to teach kids how to make healthy snacks that meet the Alliance Guidelines, to keep students physically active by using the bike in classes (as a reward and a learning tool) and to have a healthy fundraiser by selling small amounts of the smoothies or chances to ride the bike at school events.

Physical Education teacher Paula Jackson said that the bike has been a great addition to the school. “Students are associating riding a bike with healthy fun, they have learned how to make a healthy snack and the school has a bike fundraiser!” She goes on to say that the bike also offers an alternative to parents who want to bring something healthier in for birthday celebrations. They can bring the fruit, juice and yogurt to the classroom and the students ride the bike to make the smoothies. Students will then share a “birthday toast” with the fruit smoothie. They have even used it at a staff luncheon.

In addition to the Bike Blender attachment, the SRTS grant was used to purchase a Spin Art attachment for the bicycle from the same company. With the Spin Art attachment, one student rides, another squirts the paint, and a piece of art has been created with human energy and teamwork. And by charging for the privilege of painting and riding, the wellness council now has a double fundraiser activity! At a recent school wide event, the Blender & Spin Art Bike was a huge hit with children and adults.

The Blender & Spin Art Bike complements the school’s vast array of healthier fundraisers, such as the PTA Fall BBQ and Health Fair where soda and unhealthy food items have been swapped with water, fresh vegetables, whole grain breads, veggie burger options and physical activity opportunities like a mobile climbing wall. With cooperation from the school’s PTA, roller skating and swimming parties have replaced the cookie dough sales. The popular Art-n-Dessert Night now boasts more fresh fruit than brownies, and the most popular and always successful Jog-a-Thon continues to bring in around $20,000 per year.

Coffee Beans Bring in Bucks
MARION HIGH SCHOOL | MARION, SOUTH CAROLINA

Hoping to find a unique school fundraiser for the student council that would appeal to students, staff and families, student council advisor Rita Lewis scoured the internet to look for ideas. Since joining the Healthy Schools Program, working on their school fundraisers has been high on their list of priorities.

She found a company that offered gourmet coffee, tea and gift sets. “The fundraiser was held in the fall when there was a nip in the air- the perfect time for an hot cup of coffee!” Lewis was pleased with the money that they raised and hopes to do it again next year.
Fundraisers Encourage Reading and Running, Continued from Page 1

was pretty emotional watching them and I know I wasn’t the only one... and it was the most amazing thing I saw. The students were so excited!

The school community covered 180 miles during the month. According to the school newspaper, the distance

no book class so they could go to a different March. They would say, “do you know how many laps did yesterday?” There is a whole week to take a break to read and then they would say, “do you

School nurse Ashley James said that the conversation was

while doing our homework, we would think of the March was the most suc-

Vicky Long, a teacher at the PTO, reported that the March was the most suc-

Every day, students would collect the money they raised and bring it to the school. When they got to the most students, they would add up the total and hand it to the principal.

The march was held during the last week of September and students kept pledges but they fell short of their goal. The PTO

of the students. We need to support the March, so many things were going to happen. Teachers agreed that the March was important.

The PTO decided to raise money for the March, but they didn’t have enough. They decided to hold a race and the students would run.

School nurse Ashley James said that the conversation was not easy. Students were excited to participate, but they needed more students to join in.

The PTO decided to raise money for the March, but they didn’t have enough. They decided to hold a race and the students would run.

The PTO decided to raise money for the March, but they didn’t have enough. They decided to hold a race and the students would run.

The PTO decided to raise money for the March, but they didn’t have enough. They decided to hold a race and the students would run.

The PTO decided to raise money for the March, but they didn’t have enough. They decided to hold a race and the students would run.

The PTO decided to raise money for the March, but they didn’t have enough. They decided to hold a race and the students would run.

The PTO decided to raise money for the March, but they didn’t have enough. They decided to hold a race and the students would run.
Healthier Options for Birthday Celebrations

ROSA PARKS-EDISON ELEMENTARY SCHOOL | INDIANAPOLIS, INDIANA

"As Director of Wellness I tried many times over the past few years to convince teachers to ‘change their ways’ when it came to birthday celebrations," said Roberta Sipe. "It was a daily occurrence for children to bring [birthday] treats in. Often a class would have several birthdays in a day or a week and this all added up to too many calories!"

When second grade teacher Amy Strain finally tired of seeing all the high fat and sugary treats she came up with a new idea for her class. She asked her students to brainstorm ideas for a birthday celebration "menu." When she shared her idea Sipe asked if she would pilot the program in her classroom, which she did with great success during the 2008-2009 school year.

"The alternative birthday celebrations have brought a greater sense of community to our classroom. The children wait with anticipation to find out what each person has chosen for his or her special celebration and cheer heartily when the announcement has been made. Everyone is included in these special celebrations making it a wonderful way for the children to connect with one another," said Strain.

Last August, Strain gave a presentation to the rest of the staff and explained how easy it was to implement. She shared that her students realized they did not need to eat sweets at school and they preferred having the opportunity to select a special activity. The entire school has now adopted the birthday "menu" idea and Sipe said, "I have not seen a cupcake or cookie since!”

Teacher Lindsey Smith said, "The 'Birthday Menu' has been a huge success in kindergarten. It's so neat to see the student's excitement as they choose their special celebration. It really gives each individual child a time to shine and show their personality and creativeness to the rest of their peers.”

The "birthday menu" created at Rosa Parks-Edison Elementary school has been added to the Healthy Schools Program Resource Database.

Some examples from the Kindergarten Birthday Menu from Rosa Parks-Edison Elementary School:

- Dance Party: The birthday boy or girl may bring a favorite CD from home to play while the class dances.
- Extra recess: The class will enjoy 15 minutes of extra outside recess.
- Guest Read Aloud: The birthday boy or girl may choose a special guest and/or a special book to be read aloud to the class.
- Painting Time: The birthday girl or boy may choose for the class to have a special painting time.
- Lunch with the teacher: The birthday boy or girl may spend lunchtime eating in the classroom with his/her teacher.
- Overnight Stuffed Animal: The birthday girl or boy may choose a stuffed animal from the classroom to take home and enjoy overnight!
- Special craft: The birthday boy or girl may lead the class in a craft project of their choosing, such as a foam bookmark or sun catcher.
- Extra show-and-tell time: Every student can bring in a special object from home to share with the class.