



# PUT THE FUN INTO FUNDRAISING IN OSHC



- **Get creative with healthy fundraising**

## WHY PUT THE FUN IN FUNDRAISING?

A great education starts with kids having the energy and focus to learn at school. Boosting healthy and delicious food and drinks options at school can improve kids' concentration, mood, memory, learning, academic performance and mental wellbeing and give them the fuel they need to thrive. Providing healthier food and drinks and reducing the availability of unhealthy alternatives can also help meet the recommendations in the Victorian **Food and drink guidelines for outside school hours care** (OSHC). We need to surround our kids with delicious, healthy food and drinks, wherever they spend their time. This also means surrounding them with consistent messages about healthy eating across all areas of your OSHC, including healthy fundraising and events. It's time to switch up the snacks so let's get started today!

Making changes to your OSHC food service might seem overwhelming but there are small changes you can do to get started. You can 'Put the fun into fundraising' with the following 'bite' sized actions:

- **Provide healthy food and drinks at most events and outings** – limit unhealthy food and drinks for events (e.g. holiday programs such as field trips to the movies, celebration days such as birthdays, Mother's Day, or end of term parties) to no more than 1–2 occasions per term and replace with healthier foods and drinks.
- **Get creative with healthy fundraising** – replace unhealthy fundraising with healthier options.

The process is the same for each of the bites. You can try one 'bite' at a time or do them all at once. It's up to you. Whichever approach you take, this guide will support you through each step of the way.

## GET CREATIVE WITH HEALTHY FUNDRAISING – WHAT'S INVOLVED?

This bite involves replacing unhealthy fundraising events with healthier ones.

Unhealthy food fundraising includes:

- chocolate sales/drives
- cake stalls
- pie drives
- sausage sizzles

To **get creative with healthy fundraising**, follow our three simple steps:

1. REVIEW

2. PLAN

3. ACT

CELEBRATE!



## STEP ONE: REVIEW

Start by reviewing the food-related fundraising activities currently being run or planned by the OSHC service.

Make a note of how many food-based fundraising activities the service has planned, and then note if they include unhealthy food and/or drink.

Note: unhealthy food and drinks refer to confectionary, sugary drinks, fried foods, pastries, baked goods or snack food items high in added fat, salt and/or sugar. For example, packaged chips, lollies, meat pies, chocolate, cakes or soft drink.



## STEP TWO: PLAN

The next step involves planning how you will replace unhealthy food and drink fundraising events with healthier alternatives.

Healthy food fundraising includes:

- healthy barbecues: ideas for **Hosting a healthy barbeque**
- seasonal fruit or vegetable drives, such as a December mango box fundraiser
- snack packs, such as popcorn packs, dried fruit truffle balls, roasted chickpeas or nuts, or dried fruit, nut and muesli nibble mixes
- a smoothie bike for your next open day or event
- theme days at your service. Celebrate cultural diversity in your OSHC community by running a fundraising day that sells a range of food from around the world.



When it comes to fundraising at the OSHC service, there are also plenty of creative ways you can plan non-food fundraisers including:

- sell healthy cookbooks created by your OSHC community
- raffles or auctions: sell raffle tickets or take auction bids for donated goods and services from local businesses such as movie vouchers, haircut vouchers or gift hampers
- gold coin days: request a gold coin donation to participate in themed dress up days (e.g. dress like a superhero day) and fun social activities such as discos and concerts or games day (e.g. tug-of-war, egg and spoon or three-legged races)
- colour runs
- run, walk, bike, skip, dance, swim and skate-a-thons
- read-a-thons.

Document the service's fundraising plan for the upcoming year and confirm which healthier food events or non-food fundraisers will be used.

For more healthy celebration ideas refer to [Healthy school celebration ideas | Healthy Eating Advisory Service](#)



## PREPARING FOR CHANGE

Look for ways to engage the OSHC community in making changes. Take opportunities to talk to families, staff, children and volunteers to get a sense of the 'appetite' for change and the best way to introduce changes. You can make changes all at once or use a gradual approach.

**All at once** involves making the changes overnight or all in one go. An ideal time to do this is at the beginning of a new school year or term. This is the quickest approach and usually works best if you are only introducing a few changes and when you know there is good support for change.

**A gradual approach** involves making changes gradually over time. This option gives children and families more time to get used to the changes and an opportunity to adjust to new fundraising ideas. It is often the more readily accepted option if you need to make lots of changes.





## STEP THREE: ACT

Now you've done all the groundwork, it's time to put it into action.

### SUPPORTING SUCCESS

Consider how you will communicate the changes you make to fundraising with the children and families at the service, and how you will reinforce messages about healthy eating through planned curriculum activities.

Remember, this is just one of the 'bites' you can do to put the fun into fundraising. Check out how to **'Provide healthy food and drinks at most events and outings'**.





## CELEBRATE

Great job! You've finished the 'Get creative with healthy fundraising' bite for Vic Kids Eat Well. Make sure to share the good news with the OSHC community and communicate how you will continue your great work in the other action areas of Vic Kids Eat Well.

## FOR FURTHER HELP

### Vic Kids Eat Well tech team

For advice or assistance regarding program support and delivery, setting engagement and website database issues

- 1300 185 725
- [vickidseatwell@cancervic.org.au](mailto:vickidseatwell@cancervic.org.au)

### Your local Health Promotion Officer

For on the ground support

Full name: \_\_\_\_\_

Job title: \_\_\_\_\_

Organisation: \_\_\_\_\_

Contact no. \_\_\_\_\_

Email: \_\_\_\_\_



If you are having trouble accessing this document, please email [vickidseatwell@cancervic.org.au](mailto:vickidseatwell@cancervic.org.au) or call **1300 185 725**

*Vic Kids Eat Well is supported by the Victorian Government, and is delivered by Cancer Council Victoria's Achievement Program, in partnership with Nutrition Australia's Healthy Eating Advisory Service*

