

# PUT THE 'FUN' INTO FUNDRAISING AND MARKETING IN SPORT AND RECREATION FACILITIES

- **Get creative with healthy fundraising**



## WHY PUT THE 'FUN' INTO FUNDRAISING AND MARKETING?

Healthy and delicious food and drinks give children the fuel, nutrition and hydration they need to perform, play, concentrate and be at their best.

Providing healthier food and drinks and reducing the availability of unhealthy alternatives is also a recommendation in the Victorian Department of Health's **Healthy Choices guidelines**. 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, including fundraising and events. It's time to put the fun into fundraising and marketing, so let's get started today!

Making changes to your sport and recreation facility marketing and fundraising might seem overwhelming but there are small changes you can do to get started. You can 'Put the fun into fundraising and marketing' with the following 'bite' sized actions:

- **Add health appeal to meal deals** – no meal deals or multi-buy specials featuring unhealthy **RED** foods or drinks including unhealthy snacks, sugary drinks and fried foods e.g. a pie and soft drink for \$5.
- **Make a positive impact with advertising and marketing** – remove all unhealthy **RED** marketing materials from canteen/vending machines, including decals on drinks fridges/vending machines, snack holders and stands/menu boards/straw holders/signage.
- **Get creative with healthy fundraising** – no sponsorship and fundraising featuring unhealthy **RED** foods or drinks (including unhealthy snacks, sugary drinks or fried foods).

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.

The Healthy Choices guidelines use a traffic light system to classify foods and drinks based on their nutritional value as **GREEN** (best choice), **AMBER** (choose carefully) and **RED** (limit).

Achieving all bites should get you close to or fully achieving the Healthy Choices standards for sport and recreation centres relating to advertising, promotion and display, fundraising activities, and sponsorship and marketing.

# GET CREATIVE WITH HEALTHY FUNDRAISING

## – WHAT’S INVOLVED?

The ‘Get creative with healthy fundraising’ bite involves not engaging in sponsorship and fundraising featuring unhealthy **RED** foods or drinks.

Sponsorship from brands associated with unhealthy **RED** food and drinks is generally paid or in-kind, and is offered in return for promotional opportunities such as:

- awards and discount vouchers
- advertising and signage
- product promotions
- naming rights to the facility or an event run by the facility.

Note: **RED** 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 or soft drink.

Unhealthy **RED** 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 identifying the food-related sponsorship and fundraising activities currently being run or planned by the facility. This will help identify which options will need to be removed or changed.

Speak to your finance committee and/or staff responsible for fundraising and sponsorship to identify your current or planned activities and sponsors. Make a note of how many food-based sponsors or fundraising activities are at the facility and then note if they include unhealthy foods and/or drinks.





## STEP TWO: PLAN

Now you know what you have, decide how you will make your changes.

If you currently are sponsored by or offer fundraisers with **RED** food and drink options or brands associated with these, discuss these with your finance committee and/or staff responsible and decide how you will change to either a healthier or non-food sponsor and fundraiser.

Healthy food and drink sponsors include:

- local fruit and vegetable growers/markets
- other local food businesses such as bakeries, butchers, etc.
- brands associated with **GREEN** food and drink options
- the local water corporation.

Non-food brands or other local businesses and trades also make great sponsors e.g. local real estate agencies, accounting firms or trades such as plumbers or builders. Look for those businesses where sponsorship would be mutually beneficial.

Healthy food fundraising includes:

- healthy barbecues
- local fruit and/or vegetable boxes
- seasonal fruit or vegetable drives, such as a December mango fundraiser
- savoury snack packs, such as dried fruit, nuts and trail mixes.

There are plenty of creative ways you can plan healthy non-food fundraisers including 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.



## STEP THREE: ACT

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

Speak to your finance committee and/or staff responsible for fundraising and sponsorship again to discuss your new ideas for the facility and make plans for healthier fundraising and sponsorship in future.



## SUPPORTING SUCCESS

Consider other areas of marketing and branding through the other small bites that you can improve to make these changes have a greater impact.

You could also consider discouraging staff from bringing in unhealthy fundraisers from other organisations, such as a chocolate box fundraiser for their local school, to offer to other staff in the facility.

Remember, this is just one of the 'bites' you can do to put the fun into fundraising and marketing. Check out ['Add health appeal to meal deals'](#) or ['Make a positive impact with advertising and marketing'](#) for how to promote consistent messages about healthy eating in the facility.





## CELEBRATE

Great job! You've finished the 'Get creative with healthy fundraising' bite for Vic Kids Eat Well. You're also one step closer to meeting the Healthy Choices guidelines. Make sure to share the good news with the facility and plan 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*

