

STUDENT NUTRITION PROGRAM FUNDRAISING TOOLKIT



The Ontario Student Nutrition Program (OSNP) – Southwest Region administers funding and provides program support to over 450 schools in Southwestern Ontario. Our mission is to work with youth, educators and community to promote universal school food access and a robust and inclusive school food culture that enhances student wellbeing and success.

In Ontario, Student Nutrition Programs operate on a cost-shared model. This means that the provincial government provides seed funding to leverage additional support. Added support comes in the form of community generated donations, grants and resources as well as generous donations of funding and volunteers from corporations and local businesses, service clubs and organizations. As such, schools are required to participate in fundraising efforts in order to meet the diverse needs of their students.

Student Nutrition Programs offer nourishing food options to support learning and physical, social and mental well-being. Research has shown that Student Nutrition Programs improve attendance and academic success including better scores in math, reading and science!



This kit provides some sample ideas for effective resource generation strategies that will help your school food program continue to meet the needs of its students.



PARTNERSHIPS WITH LOCAL BUSINESSES

Ask! Don't feel guilty about asking. Many businesses and groups feel honoured to be included in meaningful initiatives. Businesses that support charitable causes foster an environment where employees can feel proud of being part of a team that is making a real difference in the community. Partnerships with local businesses can result in donations, or at times, larger corporate giving campaigns. Some businesses will even provide employees with time off to volunteer.

LOCAL SERVICE CLUBS

Charitable and Service clubs are voluntary, non-profit organizations that often perform charitable work for Student Nutrition Programs via volunteering and/or raising funds for food or equipment. In past, generous contributions from service clubs like Goodfellows, Knights of Columbus, Optimist Clubs, Rotary Club, Lions Club and more have proven helpful to school food programs.

FAITH BASED GROUPS

There are many generous faith-based groups that currently help to support school food programs with volunteers, food and monetary donations. Faith based groups can be friendly resources to families, teacher and school administrators by offering added support when needed.

SCHOOL CASH ONLINE

School cash online and other online platforms that reach parents directly are a great and simple way to gain support. Sample text is offered below, but you can tailor the language to fit your school's unique needs.

Help support our school's nutrition program. Each day we offer a nourishing snack (a fruit/veggie, grains, and protein) to students at (school's name) school. Students have access to any food provided. This program is very beneficial to the growing minds and bodies of our students, and it provides such a positive start to their day. Thank you for your support!



TIP:

- Be Transparent! Make sure donors know your intentions for their contribution and that the funds will be used as directed.



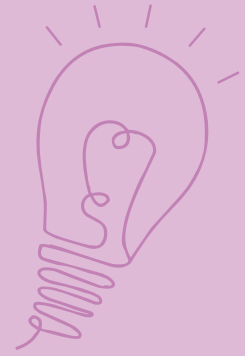
TIP:

- It may be wise to include information about whether or not the donation is eligible for a charitable tax receipt.

Eg: Support provided directly to the school is not eligible for a charitable tax receipt for income tax purposes. Donations requiring charitable tax receipts need to be directed to VON's Ontario Student Nutrition Program. For more information contact osnp@von.ca

IN-SCHOOL FUNDRAISERS

- **Teacher/Student Charity Game:** Nothing fuels physical activity like nourishing food! Generate excitement among the students about attending a special sports game of students versus teachers. Sell tickets to watch the game with proceeds allocated to the Student Nutrition Program.
- **Soup day** fundraisers have also proven a hit with students and staff. Enjoy hearty bowls of warm soup packed with vegetables and make money for your school program at the same time. Students are encouraged to bring their own bowls and spoons from home and return them to home for washing.
- **Loonie License Days:** Loonie License Day fundraisers such as 'pajama day', 'electronics day' or 'dress down day' are an easy and effective means of generating some revenue for your program that will also have students excited to participate. \$1-\$2 for each privilege has the potential to provide a bit of a boost to your SNP budget.
- **Great Big Crunch:** Plan a fundraiser around the 'Great Big Crunch' and sell Apple-grams! The Great Big Crunch is a fun day devoted to celebrating nutrition and locally grown produce. Students and teachers plan nutrition-related activities that include a Canada-wide synchronized CRUNCH into delicious apples. Have students purchase apples for two dollars with an accompanying message that can be delivered to their friends as an apple-gram.
- **Nutritious Food fundraiser:** Consider a salad bar or soup day for your next school food fundraiser. Below are some tips to get your salad bar started:
 - <https://www.growingchefs.ca/blog/2020/7/8/make-a-salad-bar-activity>
 - <https://www.farmtocafeteriacanada.ca/get-started/farm-to-school-canada/farm-to-school-salad-bars/>
 - At times there may be grant funds available to support school salad bars, contact your local CDC for more information
- **Create a School Cookbook:** Cookbooks are a great way to bring your school community together by sharing favourite recipes and highlighting culinary heritage. Cookbooks have longevity and are a lucrative and meaningful way to raise funds. Families are often excited about purchasing school cookbooks that contain one of their traditional or fun recipes. There are many templates online to get you started!



TIP:

Focus on fundraisers that are simple rather than onerous and that reinforce a positive food environment. These will likely result in a good return on investment of time and resources and illustrate that your school prioritizes the health and well being of students.

MAXIMIZE FOOD DOLLARS

Take advantage of bulk purchasing and wholesale items that are less expensive:

- OSNP offers the 'School Food Delivery Program' whereby some food items are purchased in bulk and delivered straight to schools. If you are not currently a participating school, ask your local OSNP Coordinator for more information.

Look for coupons and promotions on apps like Flipp and save.ca:

- Shopping apps allow you to browse many flyers from a wide range of retailers in your area. You can clip or save your coupons virtually and present them to cashiers via your cell phone.

FRESH FROM THE FARM

'Fresh from the Farm' is a fundraiser that promotes the sale of Ontario-grown fruit and vegetables. Schools earn 40% of their total sales of Ontario grown root vegetables and apples.

What Ontario-grown products are sold?

- Vegetable Bundle contains: 5 lb potatoes, 3 lb carrots, 3 lb onions, 3 lb sweet potatoes
- Apple Bundle contains: 8 lb Ambrosia apples

The Fresh from the Farm fundraiser supports your school community and Ontario farmers while contributing to the promotion of healthy eating habits for children and their families.

GET THE WORD OUT!

Having information on school resources and social media about your Student Nutrition Programs can help inform parents and community and illustrate the correlation between nutrition and student achievement and well-being. When the community understands the program's impact they will be more inclined to offer support. Showcasing information during special events like Kindergarten registration and parent engagement nights is an opportunity to highlight your school food program and ask for support.

Take opportunities to remind your school community (and the greater community) about your work with regular social media posts. You may also consider requesting support from parents via automated phone message.



TIP:

Ask your colleagues what works! Many Student Nutrition Programs have successful strategies for raising funds and recruiting and managing volunteers. Reach out to your colleagues at other schools and share helpful tips!



For more information:

- Website: www.freshfromthefarm.ca
- Email: contact@freshfromfarm.ca
- Social media: [@freshfromfarmON](https://www.instagram.com/freshfromfarmON)



TIP:

Involve Parent Council! Share this information with members of parent council who may also have some ideas to support the Student Nutrition Program!

THANK DONORS & VOLUNTEERS!

When you express gratitude for a donation or for an individual's time, it reminds the donor or volunteer that they're appreciated, while also strengthening the relationship between the school and the individual or organization.

Find ways to show appreciation that are timely, authentic, personal and that explain the impact and significance of their gift. Thank you cards, letters or drawings from students, recognition at assemblies or year-end celebrations, volunteer appreciation week festivities and more are great ways to build on relationships and ensure donors and volunteers are properly recognized.

CONVEY YOUR MESSAGE

When requesting support, tell your school's story and consider the following questions:

- Why do you need help?
- What type of help do you need?
- What will you do with the funds or volunteers? How will they make a difference?
- Why does it matter?
- What difference will a donation make?

Educating individuals, businesses and organizations further and providing key points about how they can lend support will help them make an informed decision.

CONNECT WITH YOUR LOCAL COMMUNITY DEVELOPMENT COORDINATOR

OSNP works to generate additional funds and resources to support student nutrition programs. Your local OSNP Coordinator may also have opportunities and ideas that are unique to your community to help generate funds and recruit volunteers. Watch for information throughout the year on events, campaigns and grants that may be well suited to your school. The Ontario Student Nutrition Program is here to help!



TIP:

Most importantly, engage your school community in fun and easy ways to raise school funds to enhance and sustain your program.



Reminder: All school activities must be approved by the school Principal and/or School Board .

[School Name]
[School Address]

[Today's Date]

Dear [Name of Recipient],

Did you know one in three Canadian children are at risk of going to school hungry? Here at [School Name] we aim to ensure that no child is attempting to learn on an empty stomach. We believe in a supportive food environment, where the food culture enhances students' physical, social and mental well-being and students have the fuel they need to succeed!

Our nutrition program provides access to nourishing food items for our student body each week. We receive seed funding from the Ontario Student Nutrition Program (OSNP) and others, but with the rising cost of food and increased demand **we require more help** to continue to meet the need.

As a caring local business that understands the impact of working together toward a common goal, I am reaching out to ask for your support. A generous donation of [specify whether volunteer time or monetary amount] would assist us with providing more nourishing food to students throughout the school day. Your gift would not only have an impact during the school day while food is being offered, but it would offer a lasting impact, helping to set students up for success.

[Provide information here for how the donor can take action. This can include how to address a cheque or next steps for volunteering. If the ask is a monetary one, include information about whether they are eligible for a tax receipt.]

School age children spend more waking time in the classroom than any other environment. When our community comes together we can collectively help provide a positive start to their day, leading to better outcomes. Thank you, for helping us to reach our goal, ensuring the students at [insert school name] are well-nourished and ready to learn.

If you would like more information, please call me at the school's number, listed below.

[Consider adding a quote here from the Principal or another staff member, similar to the sample quote here: "The Breakfast Program has been an amazing chance for my Vice Principal and myself to connect with the students. We are able to have that one-on-one with students in the morning; engage with them ask them how their weekend or night was, and to address them by name. That has been a huge connection for us when it comes to building our school community and relationships with our students."]

Sincerely,

[Your Name]
[Your Title]
[School Name]
[School Phone]



Our School's Nutrition Program helps with a positive start to the day. Inquire at the office for ways you can help!

