

Fundraising

Toolkit



**Tips and ideas for
creating a
healthier
fundraiser!**


**Fuel to
Go & Play**


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Fundraising

Fundraising at sporting clubs provides much needed funds for:

- Sporting equipment
- Maintenance, facility & club room upgrades (including canteen)
- Uniforms.

Healthier fundraisers can:

- Support your club in creating a healthier venue for members, players and spectators
- Promote and support your kiosk/canteen
- Support the health of your community.

Why healthy fundraising?

Our environments and the marketing of food products in these environments impact our food choices.



Sporting communities are rife with junk food marketing. The constant promotion of foods which are high in fat, salt and/or sugar is having a negative impact on our health, particularly for children. We want our kids to enjoy sports free from the influence of junk food marketing.



Local sporting clubs are an integral part of the community and can support the health and wellbeing of its members, players and spectators by encouraging them to take part in physical activity. They are also in an ideal position to offer healthier food and drink options and support the reciprocal relationship that exists between physical activity and healthy eating.

Planning a healthy fundraiser

Planning a club fundraiser takes time and commitment from all involved. Ideally it is best to have a committee which includes players, coaches and club officials who plan fundraisers. In junior sport, get parents involved and seek feedback from the kids as well.

A collaborative approach including the wider sporting community and members will lead to success.

Tips to help the planning process:

- Appoint a fundraising committee who values the health of your community
- Ensure fundraising ideas and activities align with your clubs Healthy food and drink policy – [download here](#)
- Seek suggestions from your community and find out which healthier ideas will receive the most support
- Develop a timeline for planning fundraisers – if you are planning more than one fundraiser put together a timeline with key dates so that you stay organised
- Work with club officials to identify key events or activities; see the extensive list in this booklet
- List all jobs and allocate tasks with timeframes
- Determine resources and equipment required
- Seek assistance from the wider club community
- Determine how many people will be required to run the fundraiser
- Decide how the fundraiser will be promoted both within the club and wider community and have someone responsible for promoting it
- Consider seeking sponsorship and or donations of prizes from local shops, including supermarkets or sporting outlets
- Meet regularly to discuss the planning process
- Evaluate the success and/or barriers after the fundraiser.

For more information on how to plan a fundraiser check out the [Good Sports fundraising toolkit](#).





Ideas

Healthy food and drinks

Providing healthy food and drinks consistent with your club's healthy food and drink policy at fundraising events can help reinforce the healthy eating messages being put in place by your club.

Food drives and stalls

Fresh fruit and vegetables:

- Seasonal fruit can be delivered directly to your club and distributed to families who have pre-ordered.
 - Contact your local fruit and veg store and see if they can donate bags of fruit to distribute at your next event
 - Contact local growers to see if they can support your fundraising idea.

Smoothie days:

- Prepare a range of smoothie ingredients for players and spectators to choose from and charge them to make their own
- Try the Blender Bike - a stationary bike with a blender attached!

Tip: Check with your local council to see if they have a blender bike you can borrow/hire.

Soup days:

- Perfect for those colder months, soup fundraisers are a healthy, quick and affordable way of raising money. You could serve a range of vegetable filled soups with wholemeal or multigrain bread for a profitable price.



Marketing Tips!

Smoothies are great fuelling or refuelling recovery snacks

Recipes

See the FTGP® website for recipes!



Cake stalls/bake sale

Cake stalls are a popular way to raise funds. Share these simple tips with bakers to offer a healthier cake stall and make sure there is something on offer for everyone

Food drives and stalls

Cakes and slices

- offer smaller serving sizes (<60G)
- offer non iced variety
- add fruit and vegetables to cake mixes
- offer fresh pikelets and pancakes
- bliss balls with dried fruit

Savoury - not everybody is a sweet tooth!

- savoury muffins serving sizes (<60G)
 - cheese and vegetables
- pastry turnovers or scrolls made with filo pastry
- mini pizza slices



Recipes

Visit the [Fuel to Go & Play](#) website for recipes!

- [Chocolate and zucchini muffins](#)
- [Lemon and yogurt muffins](#)
- [Orange poppy seed muffins](#)
- [Mini pizza](#)
- [Vege bites](#)



Healthy food and drinks

Hosting an event is a great opportunity for your club to offer a fundraising sausage sizzle. This is also an opportunity to think beyond a 'sausage in a bun' and put some other healthy items on the BBQ. This will attract more customers and sales!

Here are some tips for a healthier BBQ:

- If using sausages, ensure they are a reduced fat, reduced salt option from a local supplier. By sourcing goods locally you may be able to get items donated or at a discount
- Aim to find products with <5g saturated fat per 100g and <450mg sodium per 100g
- Consider swapping sausages for lean beef patties, veggie patties or chicken skewers
- Offer a variety of healthy kebab options including skewered lean meat and chicken, and assorted vegetables (capsicum, zucchini, pineapple, onion, mushrooms etc.)



- Serve your lean meats with a variety of healthy sides such as:
 - Barbequed vegetables
 - Barbequed corn on the cob
 - A variety of salads (serve dressing on the side)
 - Wholemeal or multigrain bread - opt to leave off the margarine and butter
 - Variety of fresh seasonal fruit
 - If you're going to offer sauces, choose salt reduced varieties
 - Offer water as a healthy drink.

Sustainable and novelty items

Fundraising with products which provide essential and novelty items are a great way to offer something different!

Seeds:

- Seeds are a great fundraising idea and get children learning about different types of fruit and vegetables.
- Fundraising seed kits are available from [Good to grow](#)
- Connect with your local nursery or Bunnings to see how they can support you.

Plants:

- Plants are popular items
- Check in with your local nursery or Bunnings to see how they can support your club with plant donations for you to sell for a small fee or gold coin donation.

Fruit and Veg bags:

- Plastic bags are out, sustainable packaging is in!
- Help your community reduce their single bag usage by fundraising re-usable fruit and veg bags. Fundraising sets are available from [Fundraysia](#).



Other ideas

Sunblock
Tupperware or similar
First aid kits
Stationery and labels

*Prices and profit accurate at the time of publication, August 2022

Sustainable and novelty items

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Containers for change

- Register your club with the Containers for change program. Save 10c containers from landfill and raise funds to support your sporting community!
- For more details visit [Containers for Change website](#).

Socks:

- Who doesn't need socks! There are a few companies that offer socks for fundraisers including:
 - [JollySoles](#)
 - [Sockable](#)
- Why not brand them with you club logo!

Ezy fundraising:

- Stainless steel clothes pegs
 - Sustainable, easy squeeze, corrosion free, and plastic free
 - One bag of pegs sells for \$20. The club retains a 40% profit which is \$8 for every bag*
 - Order [here](#).



*Prices and profit accurate at the time of publication, August 2022

Food-free fundraising events

Dress up days:

- For a gold coin donation, why not encourage spectators (especially parents and siblings) to dress up in their craziest outfit to the game. You could always add a theme to the day, such as "your favourite book character", "your favourite sports star", or get the teams to wear "crazy socks" to a nominated game day.

Disco:

- Organise a club disco and raise money by selling tickets for entry and novelty items such as glow sticks
- Sell healthy snacks and drinks at the event
- Novelty items such as glow sticks for fundraising can be found at: [Glow Stick Wholesale](#).

Movie and Trivia Nights:

- Host a trivia night with players, families and the community. Raise money by selling tickets for entry fees or gold coin donations
- Sell healthy snacks and drinks such as plain air-popped popcorn or bake goods; or have tables pre-order gourmet grazing platters including dip, crackers, vegetable crudité's, olives and cheese
- Check out recipe ideas from the [Fuel to Go & Play website](#).



Fun Runs:

- Crazy Colour Day: registering for this event will get you bright-hued powders and access to fundraiser planning help
- Splash and Dash: this fundraiser includes sprinklers, water blasters, slime and bubble wands
- Find out more information from: [School Fundraising](#).



**Hungry for more?
Contact the
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