

HEALTHY FUNDRAISING IDEAS



Fundraising is an integral part of being able to give back to the community. Whether you're raising money for a worthy outside cause, or in need of funds to support unit function, it's likely that you will turn to fundraising to help. However, it can be difficult to come up with creative new fundraising ideas, and a lot of the more traditional fundraising methods, such as the oh-so-common bake sale, promote unhealthy habits. Therefore, this resource has been designed to help you come up with awesome fundraising ideas to help you raise sufficient funds, while also promoting healthy habits.

HIGHLIGHTS: UNIQUE FUNDRAISING IDEAS

Let's get creative! This first section highlights some great, unique fundraising ideas to get your creative juices flowing. Remember, when you use your imagination, you can make anything into a fundraiser!

Walk a Mile in our Shoes

Members of the public pay to participate in a mile-long walk wearing combat boots. This will allow community members to gain respect for the military, while encouraging physical activity!

Auctions

Going once... going twice... **SOLD!** You could auction off things like prime parking spaces, dinner with the Commander, or even a day off work.

Photo Contest

This is a great way for the military community to bring out their inner artist. Participants pay a fee to enter the contest and submit their best picture for a chance to win. The contest could be themed for added fun (*ex. around the base/wing, nature, architecture, travel*).

Dig for Treasure

Bury hidden treasures like cards, money, toys in the sand or dirt (*MacDonald's Beach could be a great location!*) and invite families and community members to come dig for treasure for a small fee!

Dunk Tank

Rent a dunk tank and charge participants to have the opportunity to dunk their boss, a co-worker, a local celebrity, etc.

Balloon Pop

What's more fun than balloons?! Fill a large room with balloons, and hide prizes (*like gift cards or small trinkets*) inside a select few. One balloon could have a "grand prize" like a higher value gift card or certificate. Participants receive a needle, and have fun popping balloons in attempt to find a prize.

Scavenger/Treasure Hunt

Teams or individuals can participate for a chance to win a prize at the end. You can make it even more unique by using an app like Actionbound to make a digital, interactive experience.

ACTIVE EVENTS

Get out, get active, and raise money! If you're looking for a way to raise money and encourage physical activity at the same time, look no further! There are endless variations on different types of fun, active events you can host.

Here are some examples:

- Skating Event: At the Oval, have people pay to come skate for an hour. Include a hot tea station for extra revenue!
- Bowling Event: Could just be for fun, or you could host a tournament!
- Swimming Event: Rent out a pool, and make sure you have a lifeguard!
- Dance Marathon: Participants come to dance and have fun! Make sure you have a large location to host, and the technology (*speakers, etc.*) for the music. The event can even be outdoors if the weather is nice!
- Yoga Class: Find a yoga instructor to teach a class, for free if possible! You may want to have yoga mats for the participants, which you could rent or borrow from a yoga studio. It could even be held outside if the weather is nice! For a fun twist, ask the local SPCA to allow their animals to join the yoga class! Participants will love getting to pet these furry friends while doing yoga.



SOCIAL EVENTS

If you're a social butterfly, hosting a social event makes perfect sense for you! Everyone will have fun and meet new people. Individuals pay a fee to attend or participate, so if you spread the word and have a good turnout, they can be very successful fundraisers.

Here are some examples:

- Board Game Night: Ask for board game donations, and find a location with plenty of tables and seating!
- Bingo Night: Have a prize for the winner of each round.
- Photo Booth: Find a blank wall or hang up a sheet, gather fun props, find a photographer, and charge per photo! Using a Polaroid camera that prints the pictures immediately makes this even more fun!
- Tree/Flower Planting: Do your part for the environment! You will need to acquire the plants/seeds, gardening tools, soil, knee pads, etc.
- Healthy Barbeque: Barbeque lean meats like chicken and fish, and grill vegetables like peppers and corn. Make sure you acquire the BBQs, food, plates, utensils, drinks, and cups.
- Trivia Night: You will need to find a location to host, come up with a theme, and create the trivia questions! Be sure to have an awesome prize for the winning team!
- Dress Up or Dress Down day: Participants pay to be able to wear a certain type of outfit to work (*could be casual wear, or themed like "disco"*).
- Movie Screening: You will need a good location with a projector or large TV and lots of seats, or tell people to bring blankets and pillows and they can lay on the floor! It would also be a great idea to sell healthy snacks like popcorn (*with low salt and fat*), fruit, veggies, etc.
- Paint Night: Find a local artist willing to come teach a paint class, for free if possible! You'll need to make sure you have aprons, canvases, paint, paint brushes, and paint pallets.
- Karaoke: Find a great venue, ideally one that has hosted karaoke events before so they have all the equipment.
- Car Wash: Location is key. Make sure you have somewhere paved to wash the cars so it doesn't get muddy. You will also need access to hoses, and lots of soap and sponges!
- Dog Wash: Invite individuals to bring their pups for a nice bath!
- Go Karting Event: Kartbahn has an amazing indoor go karting track.
- Fashion Show: You don't need high fashion and real models to pull this one off! Just some individuals willing to dress up, be goofy, and have fun!
- Comedy Night: Stand-up comedy is a great way to get the room laughing!
- Mini Golf or Golf Tournament.



COOK-OFF OR BAKE-OFF

This is a great way to include delicious food in your fundraiser, while keeping it a bit healthier than your traditional bake sale. Participants enter the competition by making their signature healthy dish. Others then pay to enjoy the fruits of their labour by tasting and judging the dishes. Make sure you have a way to keep track of the votes, a location to host the judging, and a great prize for the winner!

Here are some examples of competition themes:

- Best vegetarian dish.
- Best high fibre pancake.
- Best homemade soup.
- Best chili.
- Best smoothie.
- Best “no added sugar” or “low fat” baked good.
- Best vegetable muffin.



RAFFLES

If you like to get out and about, a raffle is a great fundraiser for you! You will get to go around, talk to all kinds of people, and sell tickets to go into a draw for some great prizes. The prizes can be anything you want – just make sure they are items that your target audience will be interested in!

Here are some examples of raffle prizes:

- Gardening Tool Kit: Gloves, kneeling pads, hand tools, gardening books, seeds, watering can/spray bottle, gift certificate for local gardening store, etc.
- Healthy Meal Preparation Kit: Assemble all the ingredients required to make a specific healthy meal.
- Community Shares Agriculture (CSA) membership for a season with a local farm
- Local artist’s pictures/sculptures/paintings.
- Healthy Kits (ex. dental kit, sun protection kit, first aid kit, school bag, car glove-box kit, pet product kit).

- Mystery Box: Fill a box with a variety of items, gift cards, certificates, etc. and raffle it off without disclosing its contents. The mystery makes it exciting!
- Massage certificate for a local spa.
- Gift card/certificate basket.
- Tickets to a local theatrical performance or sports game.
- Parking spot on base.
- Day off with pay.
- House cleaning services.
- Gym membership.
- Dinner for two at a local restaurant.
- Lawn mowing or snow removal services.
- 50/50 raffle: The winner of this raffle receives half of the funds raised in ticket sales, and the other half goes to your cause.

SPONSORSHIP EVENTS

Fundraising events can be even more successful when you have companies or individuals sponsoring them. It's a win-win, because you receive money from the sponsor and the sponsor receives promotion and advertising. Make sure that all sponsors are consistent with the healthy fundraising theme (*i.e. don't ask a fast food joint to sponsor the event*). It is also common to require participants to collect donations/pledges for their participation in the event. Depending on how much money they raise, they can win prizes or be entered into draws.

Here are some examples:

- Walk-a-thon/Bike-a-thon, Race, or Fun Run: Make sure you have a good route, signs, water stations, and volunteers to help mark the route and keep participants safe.
- Stair Climbing or Step Challenge: Participants can track their progress using pedometers or Fitbits, and the winner gets a prize!
- Competitions/Tournaments: Pick a sport, any sport! Examples could include a basketball shootout, golf challenge, or a badminton, tennis, or ping pong competition.



SALES

The classic bake sale is the most commonly used fundraising sale. But, they can get boring, and they promote the consumption of unhealthy treats. It's fun to get more creative - lots of different items can be sold as fundraisers.

Here are some examples:

- **Healthy Food Sale:** Instead of a bake sale, sell healthy foods such as popcorn, trail mix, homemade salsa/guacamole and tortilla chips, smoothies, fruit or vegetable kebabs, homemade hummus and crackers, muffins, etc.
- **Flower Sale:** Sell beautiful flower bouquets for holidays such as Mother's Day or Valentine's Day, or just because! Make sure to purchase the flowers as close to the sale as possible so they'll be fresh!
- **Candle Sale:** Include lots of wonderfully scented candles for people to smell so they can choose their favourite!
- **Cookbook Sale:** Create a healthy cookbook by asking people to submit their favourite healthy recipes and sell it, or ask for cookbook donations to sell!
- **T-shirt Sale:** Have t-shirts designed that promote your cause, and sell them for a profit. People will continue to wear them, so it's an ongoing promotion!
- **Coupon Book Sale:** Find a coupon book vendor and re-sell the coupon books for a profit. Make sure the coupons contain offers that your target audience would be interested in! Alternatively, ask for local businesses to donate coupons and make your own coupon books to sell!
- **Seed/Plant Sale:** A great way to raise money and encourage gardening!
- **Used Book Sale:** Help to foster the healthy habit of reading for all ages!
- **Garage Sale:** Make it a neighbourhood event! People will love the opportunity to get rid of their clutter, and all proceeds can go toward your cause.
- **Craft Sale.**



AUCTIONS

In an auction, the items up for sale go to the person who bids the highest, so you can raise lots of money using this method! Find a venue or an online platform to host the event, and seek sponsors to donate exciting items.