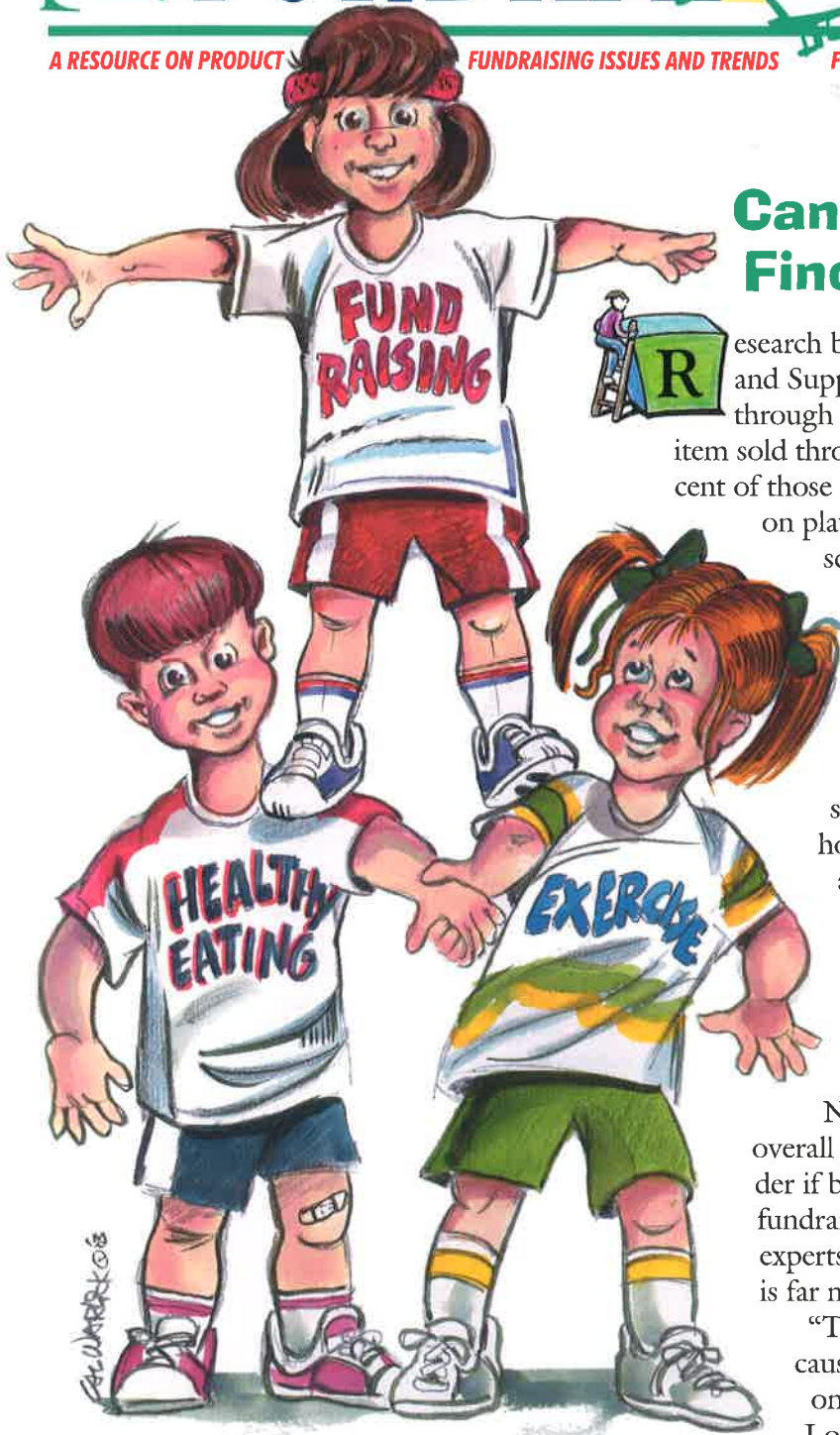


THE FUNDRAISING EDGE

A RESOURCE ON PRODUCT FUNDRAISING ISSUES AND TRENDS FOR PARENTS, TEACHERS, PRINCIPALS AND NON-PROFIT GROUP VOLUNTEERS
Spring 2003



Candy Sales in Schools: Finding a Healthy Balance

Research by the Association of Fund-Raising Distributors and Suppliers shows that school groups raise \$1.5 billion through product sales each year. Candy is the most popular item sold through these programs, making up roughly 25 percent of those sales. That's more than \$400 million being spent on playground equipment, band uniforms and other school and extra-curricular activities. Candy sales are making an important contribution to help ensure the best educational experience possible for America's school children.

But the practice, innocent as it may seem, has recently raised eyebrows among some critics who claim that access to sodas and snack foods in schools is contributing to America's growing childhood obesity problem. Reacting to news reports about obesity in America, some states have even introduced legislation seeking to ban the sale of candy that might be consumed in schools. Are these concerns valid? And could there be other more reasonable, less reactive approaches?

Striking a Balance

No one disputes the importance of promoting the overall better health of America's children, but many wonder if banning certain foods – and undermining school fundraising efforts in the process – is the answer. Many experts suggest that obesity – its culprits and solutions – is far more complex.

“There isn't any one food – or food category – that caused the nation's obesity problem and punishing any one food certainly won't solve it,” according to Dr. Lonnie Davis, chair of the department of exercise and sport science at Eastern Kentucky University. In a recent letter to the editor of a local newspaper, Davis suggests school students might be better served by focusing on improving physical and nutrition education programs.

“Only one state, Illinois, has mandatory daily physical

2

Ask A Pro: About the School Principal's Role in Fundraising

3

A Holiday Fantasy, PTO Style

3

Spring Blooms with Fundraising Opportunities

Candy Sales in Schools continued on page 2