



Catholic Schools Office
Diocese of Broken Bay

P&F HEALTHY FUNDRAISING GUIDELINES

November 2011

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The purpose of the P&F Healthy Fundraising Guidelines is to provide guidance and resources for P&F Teams and school communities in the planning and implementation of fundraising and community events which promote a healthy lifestyle and support learning that takes place in Broken Bay Diocesan Schools.

1. Health in Context

Current research indicates that Australian kids are not as healthy as they should be. According to the Obesity Policy Coalition (p4, 2011) "Childhood overweight and obesity is one of Australia's most serious public health problems. With up to one in four Australian children now estimated to be overweight or obese, urgent action is required across all levels of government and the broader community". The Cancer Council NSW acknowledges that it is estimated that 20-25% of children and adolescents are over weight. There are many problems associated with obesity in children including increased incidence of ill health, disease and psychosocial problems. Cancer Council Research indicates that up to a third of cancers and health issues could be prevented by a healthy diet, physical activity and maintaining a healthy body weight.

Food is a common focus that schools use for fundraising and community building activities. Examples of typical activities include chocolate drives, boxes of donuts for sale, lolly competitions or the purchasing of food at fast food chains. Sausage sizzles, pizza nights, fairy floss and the sale of soft drinks at school events are other examples. The promotion and sale of confectionary, high saturated fat and sugar foods for profit is counter – productive to healthy eating messages within the curriculum and school environment. The Australian Dietary Guidelines call these foods "sometimes" foods, which should only be eaten occasionally or as a treat. These foods can contribute to poor health and obesity.

Making the choice to raise funds and organise community activities in a healthy way is one means by which the Broken Bay Diocesan School System can play a part in helping to provide a positive message and an example of the importance of a healthy, balanced lifestyle and tackling the problems of increasing childhood health related issues. Providing community events with a focus on health promotion messages also helps build positive family school partnerships.

2. Fundraising

Fundraising is a regular and important activity undertaken by school communities. Events and activities that raise funds contribute to strong parent and school partnerships as well as providing children and families with opportunities to develop valuable skills and knowledge. It is essential that school communities reflect on fundraising in the context of current whole school approaches to student wellbeing and learning identified in the Melbourne Declaration on Educational Goals for Young Australians (December 2008):

Schools play a vital role in promoting the intellectual, physical, social, emotional, moral, spiritual and aesthetic development and wellbeing of young Australians...

Further the Broken Bay Diocesan Pastoral Care Framework makes it clear that parents, carers and the wider community have an important role to play in working with schools to create and maintain schools as safe and supportive learning and teaching communities that build respectful relationships and support student health and wellbeing.

P&F Committees should also consider their responsibility as part of the Catholic Education System and their role in promoting the Catholic worldview. The Catholic

worldview affirms every individual person as made in the image of God (Gen 1.27). Life and physical health are precious gifts of God.

Guiding Principles

P&F Teams are encouraged to adopt the following guiding principles when planning fundraising and community building activities and events. It is recommended that schools develop their own Healthy Fundraising Guidelines which reflect the needs of their school communities.

1. Catholic Schools in the Broken Bay Diocese follow the NSW Board of Studies Curriculum which promotes the personal development, health and physical education of its students. The curriculum includes specific attention to health and healthy lifestyles. As part of this commitment P&F Committees and school communities are encouraged when planning to choose fundraisers and community events/activities that complement health and wellbeing taught in our schools.
2. Planning for food related fundraising and activities needs to consider the link between the fundraising event or activity and the promotion of healthy lifestyles. Community building events should also consider the implications for healthy lifestyles.
3. In planning fundraising and community events P&F committees and the parent community will need to consider the messages these events convey to both children and school communities.
4. Schools are strongly encouraged to operate within the Fresh Tastes NSW Healthy Canteen Guidelines and plan activities and events within this framework. These guidelines encourage balance in the planning of activities with most events being healthy and allows for one or two treat events a year.
5. P&F teams will need to consult the Nutrition in Schools Policy for the Diocesan School System.

Implementation Guide

In developing a healthy fundraising guideline for your school it is important to remember that you do not need to remove instantly all unhealthy activities and foods from your planning but rather look towards promoting and raising awareness through the provision of healthy alternatives and activities. Please note the implementation guide is to be used as a resource not a directive and does not need to be followed step by step.

Schools will be expected to implement and use the P&F Healthy Fundraising Guidelines in their planning of fundraising and community events from 2012.

1. Organise a meeting with your school principal and P&F executive team to discuss and plan the development and implementation of the Healthy Fundraising Guidelines for your school. When planning fundraising guidelines and activities it is a requirement that principals are involved in the planning process.
2. Survey and or consult with parents, students and school staff to investigate and plan possible fundraising and community event options. Assess the needs and capacity of your school community and engage support for your proposals. (refer Support Framework for P&F teams at www.brokenbayparentcouncil.com for resources and ideas).

3. Refer to the following documents for ideas and requirements for your proposed Fundraising/Community Events Guidelines.
 - a. Nutrition in Schools Policy for the Diocesan School System
 - b. 'Healthy Fundraising' Ideas to promote Health while still making a profit(Cancer Council)
 - c. Healthy Fundraising ideas for ACT School Communities
4. Consult with staff at the CSO for support. Carmel Hewitt, Education Officer – Parent Liaison carmel.hewitt@dbb.catholic.edu.au and Helen Bentham, Senior Accountant helen.bentham@dbb.catholic.edu.au . Support Workshops for P&F teams are available.



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