

## TWO ZIMMERMAN ELEMENTARY SCHOOLS SWITCH TO ACTIVE FUNDRAISERS AND HAVE GREAT RESULTS!



*Westwood Elementary student start off on their first annual Walk-a-Thon.*

### Healthy and Active kids!

Two elementary schools in Zimmerman Elementary held their first walk-a-thon in October 2014. Coming off of a week of beautiful weather, the weather on this October day was rainy and cool. Both schools were able to switch gears seamlessly and move most of the day's events inside to the gymnasium. Between rain showers, some of the students were even able to take a quick trip around the school grounds. It was a fun and healthy adventure that students and staff alike thoroughly enjoyed! Music created an even more exciting atmosphere for this healthy and profitable event. Between the two schools (Zimmerman Elementary K-3 and Westwood Elementary 3-5) raised nearly \$30,000!! The money will be used to support classroom field trips and educational programs used to supplement the regular curriculum.

The schools presented the idea of each student raising at least \$10. The enrollment of both schools combined is about 1200, which means that on average, each student raised \$25. What an easy, smart choice for these two Central MN schools!

### Active Fundraisers

As more districts experience budget cuts, schools become desperate to find quick and easy methods to

raise money for classroom materials and technology. I think that most parents would prefer not to peddle popcorn bins, cookie dough and candles to family members.

Many of the easy fix-fundraisers, such as dinner nights at popular fast food chains, often promote unhealthy lifestyle choices. Parents feel pressured to participate in unprofitable, unhealthy school restaurant nights. Plus, only a small percentage of the profits go directly to the school. Thankfully, schools have begun to think outside the box by offering families a breath of fresh air in terms of raising money. Thankfully, for the sake of our children's health, healthy school fundraisers are becoming more commonplace.

Zimmerman elementary schools are in the process of making a commitment to change their fundraising policy to include yearly active fundraisers.

Students, school staff and parents were all ecstatic about the success of this fundraiser and are looking forward to incorporating it for years to come!

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