

Georgia PTA Salutes 3 Winners for Healthy Fundraising!!

Georgia PTA unveiled a first-time Healthy Fundraising Award this year to be given to the local unit best utilizing a healthy or non-food fundraiser. A winner at each level; elementary, middle and high school, was selected to win an award of \$1,000. Criteria included a requirement to create a program that would be easily transferrable to other local units. Complete descriptions of each winning entry will be posted on the Georgia PTA website. Read on for idea of what your local unit can do for its next fundraiser!

Laurel Ridge Elementary PTA in Decatur, DeKalb Council, District 11 is the winner for the Elementary Division. Laurel Ridge PTA hosted a newly created event, a Groove-a-Thon, in February. **Kirsten Magee**, PTA Committee Chair, says, "The concept was to promote health and wellness, particularly physical activity through dance, and by providing healthy snack choices during the dance." Donors could sponsor a child at various monetary amounts dubbed "Happy Feet" for \$5.00, "Movin' and Groovin'" for \$10, "Twistin and Shoutin" for \$15, or "Touchin' the Sky" for \$20 or more. The PTA involved members of the faculty and parents in the promotion of the event and encouraged students to dress up in dance outfits from their favorite decade. A faculty member promoted the event on daily announcements highlighting various dance moves. The event was a smashing success as it involved the student body in a fun-filled activity which promoted physical activity and school spirit. The event raised twice the money originally intended and plans for the prize money include funding an outdoor classroom to go with the garden and composter paid for by the original fundraiser. Kudos to Ms. Magee and the Laurel Ridge Elementary PTA!

Imagine International Academy of Smyrna (IIAS), Jessye Coleman Council, District 9 is the winning Middle School entry. IIAS (a K-8 grade academy) held a "do-it-yourself" FUN RUN. The school principal asked PTA for support in investing in a reading program as well as providing additional equipment for the PE classes. After consulting with a fundraising company that conducts Fun Runs, the PTA decided to execute the event in-house in order to keep all profits for the school projects. IIAS Co-VP of Programming, **Gina Edge-Jamison**, explained, "Achieving our financial goal was only one aspect of the event. We set out to educate our students on the importance of how a healthy diet and exercise can contribute to the development of a healthy mind." The theme: "Promoting Healthy Minds and Bodies" was appropriate since the funds raised would support these two needs. During the month-long preparation, which included student education by the PE staff, students collected pledges and donations and received educational tips on healthy habits. The goal was to raise \$4,000 to be divided between both programs and the actual amount raised was \$4,500. PTA Leadership was thrilled to have significant support from students, staff and parents. The additional award money will also be split to enhance the reading and PE programs at IIAS. Congratulations!

Campbell High School, Jessye Coleman Council, District 9, wins the High School Award for their creative fundraising program: PTSA Spa Day, which coincides with the Junior/Senior Prom. "The idea was initially presented by a student representative to the PTSA, but the Board quickly ran with the idea to provide a low cost way to look fantastic to the student body preparing for the Prom," stated **Laura Beuge**, PTSA President. PTSA members contacted various hair, nail and makeup artists to purchase table space at the event held in the school cafeteria. The vendors provided deeply discounted beauty

services and products to both male and female students and staff. The event was opened to the local community to attend, as well as students not attending the Prom. Reservations for specific services were held for a \$2.00 fee to raise additional money. PTSA parents accepted reservations during lunch period for two weeks leading up to Spa Day and also created a Facebook page which generated an even greater response. Campbell High School is fortunate to have a school garden maintained by Horticulture students and the Award money will be used to jump start a School Garden to Cafeteria program. This program would bring student grown and harvested fresh food to the school's own lunch program without any initial cost to the school or cafeteria. This creative fundraiser was a terrific example of an easily transferrable program and the use of the award money is equally inspiring and innovative. Congratulations Campbell High School PTSA!