

SMART SNACKS STANDARDS & FUNDRAISERS

USDA's Smart Snacks Standards apply to all food and beverage items sold to students (outside of the reimbursable school meal) on the school campus during the school day, including fundraisers. Read on for information about how Smart Snacks Standards impact fundraisers.

DEFINITIONS

- ❖ School day—the midnight before to 30 minutes after the end of the official school day
- ❖ School campus—any area of the campus accessible to students during the school day

SMART SNACKS STANDARDS

- ❖ Smart Snacks Standards set limits on certain nutrients, like calories, sodium, fat, and sugar. Detailed information on these nutrition standards can be reviewed in USDA's [Guide to Smart Snacks in School](#)
- ❖ Check if your product is compliant with Smart Snack Standards by using Healthier Generation's [Smart Snacks Product Calculator](#)

FUNDRAISERS

- ❖ USDA considers a fundraiser to be an event that includes any activity during which currency/tokens/tickets of monetary value are exchanged for the sale/purchase of a product in support of a school or school-related activities, such as clubs, organizations, and classroom programs
- ❖ Fundraisers that occur on the school campus during the school day must meet Smart Snack Standards (unless they are exempt; see *Exempted Fundraising Days* below)

EXEMPTED FUNDRAISING DAYS

- ❖ Smart Snacks guidelines allow a certain number of fundraisers each year that do not have to meet the nutrition standards
- ❖ In Illinois, grades 9-12 can have up to nine exempted fundraising days per school year
 - Exempted fundraising days are prohibited for grades K-8
- ❖ There is no limit on the number of organizations or clubs that may fundraise on an exempted fundraising day
- ❖ To have exempted fundraising days, schools must adopt their own policy outlining procedures to request exempted fundraisers, as well as the process to approve or deny a request
 - This policy must be included in the school's local wellness policy
 - A list of exempted fundraising days held must be maintained for no less than three years

SMART SNACK STANDARDS DO NOT...

- ❖ Limit the number of fundraisers that can be held that sell non-food items or foods/beverages that meet Smart Snack Standards
- ❖ Apply to fundraisers and food/beverage sales that occur outside of the school day (see *Definitions* above), such as at sporting events after school hours
- ❖ Apply to fundraisers selling food/beverage items that are not for immediate consumption, such as frozen pizza or cookie dough
- ❖ Apply to classroom rewards in which foods/beverages are provided (not sold) to students. For example, classroom cash or good behavior bucks being exchanged for foods/beverages are not subject to Smart Snacks Standards (unless a school's local policy requires it)

