



Healthy Fundraising

An initiative of Healthy Kids Healthy Communities

What Are Healthy Fundraisers?

Unhealthy food is often the main product in school fundraising, which contradicts our goal of promoting students' health. Schools across New Mexico are discovering they can raise even more money through activities that engage students, staff, and families in physical activity, creative play, and giving back to their communities.



Bike rally
(Colfax County)



Slime the principal
(Roosevelt County)



Turkey Trot
(Chaves County)



Color Run (Chaves County)
– Raised \$15,000!

Healthy Fundraising Examples

Fun Runs

Students collect online pledges and can compete between grade levels to raise the most money. Students, school staff, and parents can all participate. Kids love getting sprayed with colored powder in a Color Run, our most popular fundraiser. Other ideas:

- Holiday runs (e.g., turkey trots)
- Mud runs
- Theme runs (e.g., zombies, superheroes, etc.)

Penny Wars

Grade levels compete to collect the most pennies. Students add silver coins to jars from other grade levels to subtract from that grade's total. The winning grade gets a prize like a bonus recess or PE class.

Principal Fun

Students collect donations to support their school or a community cause like a food pantry. If students reach an established goal, they have fun with their principal.

- Slime the principal
- Tape the principal to the wall
- Dunk the principal in a dunk tank
- Throw a pie or water balloons at the principal



Funds Raised in 2026

4,809 students participated
\$106,177 in 9 Chaves County schools
\$3,089 in 1 Roosevelt County school
\$1,500 in 1 San Juan County school
\$551 in 1 Zuni Pueblo school

Total: \$111,317



Mud & obstacle run
(Chaves County)
- Raised \$12,500!



Stick horse races
(Hidalgo County)



Principal dunk
(Chaves County)



Color run & garden tasting
(Roosevelt County)

More Healthy Fundraising

Bike-Athons

Children love riding bikes, so capitalize on that energy and enthusiasm to raise money and generate excitement about active transportation.

- Bike rallies - Students donate \$3 to ride around the school track to fun music
- Bike parades - Students decorate their bikes and pledge \$5 to ride the field at a home football game to the cheers of the crowd in the stands

Cultural Events

Be creative and tailor fundraisers to the customs and culture of your local communities. Healthy Kids Hidalgo County raised money through goat roping, country dancing, and 3-legged boot races.

Smart Snacks

Schools can do healthy food fundraisers by following [Smart Snacks](#) standards.

For questions, please contact:

Rita Condon

Director
Obesity, Nutrition & Physical Activity Program
rita.condon@doh.nm.gov