

Fundraising for Your Class

While Oldways provides each instructor with all the teaching materials he/she will need to lead the program, the class ingredients still need to be purchased. The food ingredients for all 6 weeks of the program amount to approximately \$250. Paper plates, utensils, water and other class items that you may need could add another \$25-\$50 to your costs.

Here are a few easy ways that you can fundraise for your class:

Ask Your Site to Sponsor the Class or a Fundraising Event. Many community centers have budgets for public programming set aside. If you are teaching A Taste of African Heritage at a community site, ask the site if they are able to contribute to the class costs. You can also ask about hosting a fundraiser on their premises, which could be a bake sale or film showing or a paid community dinner and info session about ATOAH.

Host a Community Dinner. Host a fundraising community dinner at your home, your intended class site, or other available venue – with proceeds going toward your class.

Charge a Modest Fee To Students. Charging students a modest fee for the ATOAH series has been very successful in the past, especially helping to ensure student retention. Many nutrition educators have reported that when attendees pay for their spot in a class, they are more likely to show up to every class or even send a loved one in their place. We ask that you keep the fee low (e.g. \$5 per week) for the series. You can also ask attendees to pay extra towards scholarships for prospective students who may not be able to pay.

Connect With a Local Grocery Store or Food Bank for Ingredient Donations. Is there a grocery store, food bank or farmer's market near your home or site? Reach out to them and let them know what you are doing in the community. Ask about possible sponsorship or ingredient donations.

Local Business Sponsorship. Are there businesses in your area that might be interested in sponsoring the ATOAH series? Some businesses offer in-kind donations to community events such as this, or they may be able to help you with your funding. Improving community health is an important undertaking and it truly does take a village. Partnership outreach is a wonderful way to get to know the people and businesses working in your communities, and to invite them to become part of the solution.