

Health and Nutrition

Addressing myths, concerns, and misperceptions about fundraising with chocolate



Chocolate can serve as a great fundraising tool because it's affordable, and appeals to large audience. Since 1949, World's Finest® Chocolate has run endless fundraising campaigns using the same, **proven fundraising model**, which has helped communities across the country raise over \$3 billion.

Still, over the span of six decades, many things have changed: public policies concerning foods in school have become more strict, public opinion about healthy foods has become more acute, etc. Even so, World's Finest® Chocolate remains dedicated to its core principle — serving the community.

When eaten in moderation, chocolate has a lot of healthy benefits, and in the world of snack foods, **chocolate is one of the healthier options**. The sale of World's Finest® Chocolate products remain compliant with federal and state school health and nutrition policies. Furthermore, the company has kept its products affordable and reputation respected among communities. This guide will clarify the most frequently misperceived health and nutrition issues concerning using chocolate as a fundraiser.



About Us

World's Finest® Chocolate has helped local communities raise

money for non-profit organizations, companies, groups, and schools for more than 60 years. The company is family-owned, community-oriented, and has remained dedicated to the same principles the company was founded on: maintaining affordable prices for supporters, producing a unique product essential to running a successful fundraiser, and manufacturing high-quality chocolate made in the USA, from bean to bar.



Selling Chocolate at School

Fundraising with chocolate is not banned from schools. The U.S. state and local health and wellness policies only restrict the sale of foods sold on school premises during school hours that compete with the national breakfast and lunch programs.¹ The United States Department of Agriculture (USDA) regulates the nutritional content of national school food programs, but not competitive foods, such as fundraising chocolate.² Because fundraising is conducted off school premises after school hours, school health policies do not apply.



Health and Wellness

Childhood Obesity

World's Finest® Chocolate recognizes that childhood obesity is indeed a problem; one possible cause is that only 78.3% of schools provide physical education for their students, according to the most recent School Health Policies and Programs Study (SHPPS).¹¹ Fundraisers are often a significant portion of gym funding and can help fund, expand, and maintain fitness programs. Other factors contributing to childhood obesity include increases in TV watching and Internet usage. Although it is easy to pin a number of influences as the cause, the simple solution to the problem is maintaining a balanced diet and a healthy lifestyle.

Chocolate is part of a balanced diet:

- Made of natural ingredients
 - Chocolate is high in antioxidants, even when compared to fruits like blueberries (100 grams berries compared to 100 grams chocolate.)³
 - Stearic acid (which may reduce cholesterol in blood)
 - Oleic acid (may increase good cholesterol levels HDL)
 - Cocoa butter (good fat, like olive oil)
- No Trans Fats (the worst kind of fat to consume)
- No preservatives or artificial colors
- Low sodium
- Contains valuable protein, calcium and iron



Frequent Fears & Misperceptions

Chocolate DOES NOT cause acne

According to the American Academy of Dermatology, the main cause of acne in children, teens and adults is heredity, genetics, hormones, menstruation, and emotional stress.⁸ Chocolate is in no way correlated to skin form or condition.^{8,9}

**CONTACT US at 800.WFC.FUND or
www.WorldsFinestFundraising.com**

Chocolate DOES NOT Contain excessive caffeine

One 1.65oz bar of chocolate has only 4mg of caffeine.¹⁰ Compared to one 8 oz cup of coffee, which contains about 90mg of caffeine on average, the amount of caffeine found in chocolate is insignificant—coffee has more 20 times as many milligrams of caffeine.¹⁰ Furthermore, a can of soda contains 38mg of caffeine.¹⁰ This is still nine times the amount of caffeine that one full bar of chocolate contains.

Chocolate DOES NOT ruin teeth

The largest factor in tooth decay is sugar and starch remaining in dental cavities for long periods of time.¹³ In children under age 16, regular brushing with fluoridated toothpaste results in 24% fewer cavities than does brushing with non-fluoridated toothpaste.¹⁴ If teeth are maintained as recommended by the American Dental Association, then children, teens, and adults are less likely to encounter oral complications.

References

1"Child Nutrition Reauthorization: An Overview of the Child Nutrition and WIC Reauthorization Act": <http://www.candyusa.com/News/PublicPolicyDetail.cfm?ItemNumber=1531>
 2"School Food Environments and Policies in US Public Schools" from Pediatrics: Official Journal of the American Academy of Pediatrics:<http://pediatrics.aappublications.org/cgi/reprint/122/1/e251>
 3 A serving of chocolate scores high on the test for antioxidant content, as calculated by the United States Department of Agriculture and the Journal of the American Chemical Society: dark chocolate (13,120); milk chocolate (6,740); blueberries (3,550).
 4"The Health Benefits of Chocolate": <http://www.facts-about-chocolate.com/health-benefits-of-chocolate.html>
 5SHPPS 2006: Topic and Component Specific Fact Sheets: http://www.cdc.gov/HealthyYouth/SHPPS/2006/factsheets/topic_component.htm

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