As part of the Healthy Hunger-Free Kids Act of 2011, USDA issued their final rule on competitive food sold on school campuses. All food sold on campus, to include vending, school stores, fundraisers, before and during the school day (midnight to 30 minutes after the end of the school day) is subject to this new regulation. All food sold on campus must be in compliance with the regulations.

USDA considers a fundraiser to be an event that includes any activity during which currency/tokens/tickets, etc. are exchanged for the sale/purchase of a product in support of the school or school-related activities. For example, giving away food but suggesting a donation would be considered a fundraiser, since funds may be raised as a result.

School-sponsored food-based fundraisers which meet the nutrition standards as defined by the Smart Snacks rule are permitted to occur on any school day provided it is 30 minutes past the last meal service period.