

FUNDRAISING ACTIVITIES AND SPONSORSHIP IN DISTRICT FACILITIES

Background

The District recognizes that schools and the District often require additional funds which are not provided by the District or Ministry of Education to enrich student programs and activities and District facilities and grounds. The District takes the position that the basic instructional materials and resources required to provide the prescribed curriculum of instruction are to be provided by government revenues, and are not to be dependent upon District or school staff, or parents' advisory councils' fundraising activities or sponsorships. And, that furthermore, fundraising or sponsorship proceeds shall not be utilized for the hiring of staff or the provision of student programs and activities which constitute a significant ongoing component of an instructional program.

The District also recognizes that District Neighbourhood Learning Centres (NLCs) cannot utilize Ministry of Education funds to operate, so will need to utilize a broad range of fundraising strategies, including sponsorship from business, to sustain their operations.

The District supports appropriate fundraising activities by schools, parents' advisory councils and District staff which are designed to enhance educational programs and activities, and support Community School programming, & the development and operations of District NLCs.

The District acknowledges the business community's interest in, and support of, the District and encourages viable and mutually satisfying partnerships between schools and businesses.

Some requests by individuals, businesses, non-profit groups and charities for access to District facilities and students are reasonable and contribute not only to the learning environment, but also identified neighbourhood needs.

The District also acknowledges that District facilities and students may be viewed as potential clients by businesses, non-profit groups and charities, and that it is their responsibility to provide a safe and secure environment for students, and to respect the privacy of parents and students with respect to how these individuals and/or organizations access them.

The objectives behind this fundraising and sponsorship Administrative Procedure is to ensure that:

- The proceeds of fundraising are primarily directed to those items and expenditures that are not supplied by the Ministry of Education or the District and that when resources are augmented, any major inequities from school to school are redressed;
- The school's parents' advisory council is involved in the process of planning and allocating monies raised from school fundraising activities;

- Funds raised are expended in accordance with the purposes stated and that those involved in the fundraising are informed of how the funds are to be expended;
- Funds raised in the name of the school and for the benefit of the school community, are managed in accordance with administrative procedures regarding the appropriate accountability and management of public funds;
- Funds secured through fundraising and/or sponsorships support schools, Community School programming or NLC programming and operations meet eligibility guidelines;
- There are guidelines in place with respect to advertising and the recognition of funds or in-kind donations secured through fundraising activities and/or sponsorships; and,
- All donors and sponsors, regardless of the size of donation or sponsorship, are made aware that their participation is appreciated and are recognized in a fitting manner.

Procedures

The following fundraising and sponsorship procedures apply to all District facilities, and groups associated or identified with schools and Neighbourhood Learning Centres such as Community Schools, parents' advisory councils, NLC Advisory Committees, student exchange support groups, and extra-curricular student activities.

These procedures do not apply to scholarships or bursaries.

1. School-based Activities and Events

- 1.1 Fundraising activities and events are to be jointly planned by the school and its parents' advisory council and have clearly-stated purposes for the use of the funds raised and a jointly developed school-based process to allocate the funds.
- 1.2 The District prefers the type of fund-raising activities that involve students, staff and parents in optional community-oriented activities such as fun fairs, garage sales, car washes, which are intended to bring the community together.
- 1.3 The use of "thons" such as spell-a-thons, read-a-thons and math-a-thons are to be utilized for fundraising only when the rationale and nature of the activity are developmental, constructive, and can be justified in an educational context.
- 1.4 Competitive sales campaigns which use financial or material incentives which place pressure on student sellers are not to be used. This does not apply, however, to school-based activities such as Jump Rope for Heart, which uses material incentives to encourage participation.
- 1.5 With the permission of the Principal, schools are permitted to hold parent initiated sales events that raise funds for the school; e.g. Christmas Craft Fairs, etc.
- 1.6 Attention to safety considerations, appropriate identification materials, and orientation of the students to courteous and positive community relations is encouraged.
- 1.7 Products and goods sold by schools as part of a fundraising program are to meet reasonable standards of quality, "value for money", and food and nutrition procedures outlined in Administrative Procedure 164 - Food and Nutrition.

- 1.8 The District shall be advised of all fundraising activities which fall under provincial licensing authority such as bingos, casinos and lotteries taking place. In these instances, the event must be:
 - 1.8.1 Operated by the school, or parents' advisory council;
 - 1.8.2 Have the support of the parents' advisory council; and,
 - 1.8.3 Have all funds raised from the activity allocated by a school-based process to specific projects or activities.

2. District Community Schools and Neighbourhood Learning Centres (NLCs) Activities and Events
 - 2.1 Fundraising activities and events developed by District Community Schools Coordinators shall have the prior approval of the Superintendent or designate, and have clearly- stated purposes for the use of the funds raised, and a plan to allocate the funds.
 - 2.2 The District shall be advised of all fundraising activities which fall under provincial licensing authority such as bingos, casinos and lotteries taking place. Activities must have the prior approval of the Superintendent or designate, and have clearly-stated purposes for the use of the funds raised, and a plan to allocate the funds.
 - 2.3 The serving of alcohol is not normally to be part of any fund-raising activity or event held in a District facility. However, the serving of alcohol at fundraising and other events in District Neighbourhood Learning Centres (NLCs) may be permitted. In this instance, a request can be made to the Secretary-Treasurer or designate for approval.
 - 2.3.1 The approval would require the use group to:
 - 2.3.1.1 Book the facility in accordance with District procedures;
 - 2.3.1.2 Agree to enforce all restrictions expressed and implied by the *British Columbia Government Liquor Act* and provide proof that a Temporary Provincial Liquor License has been obtained;
 - 2.3.1.3 Provide a copy of their Insurance Certificate indicating that they have independent liability insurance in the amount of \$2,000,000. (two million dollars);
 - 2.3.1.4 Provide verification that there is a demonstrated plan in place for the security and control of the function with a named person responsible, and make arrangements to pay the District for additional security if required;
 - 2.3.1.5 Apply, in writing, a minimum of thirty (30) days in advance of the proposed function date; and,
 - 2.3.1.6 Agree to these and other facility use terms including additional custodial costs when required.

3. Sponsorship
 - 3.1 Sponsors connected to the District shall be appropriate to, and consistent with, the mandate of the Board.
 - 3.2 All sponsorship relationships shall conform to the same standard of legal, ethical and business criteria as required by the District.
 - 3.3 For-profit organizations or businesses are eligible to pursue sponsorship opportunities in District facilities with the following exceptions:
 - 3.3.1 Businesses or activities, which, at the discretion of the District contradict its mandate or the healthy development of children, youth and families;
 - 3.3.2 Businesses that promote consumption of alcohol, smoking, or other related unhealthy products or activities;
 - 3.3.3 Organizations, clubs or businesses that promote racism, hate, violence, censorship, crime or other unethical or generally unacceptable pursuits;
 - 3.3.4 Businesses supporting
 - 3.3.4.1 Adult entertainment;
 - 3.3.4.2 The sex trade;
 - 3.3.4.3 Gambling; and
 - 3.3.5 Political organizations or candidates.
 - 3.4 Sponsorship and/or advertising shall not permit financial gain to District employees, students or parents.
 - 3.5 Sponsorship requests will be handled on an individual basis with all the financial details developed by District staff.
 - 3.6 Sponsorships will have a maximum term of one year, and can be renewed.
 - 3.7 Where a proposed sponsorship involves the use of District property and/or facilities, or has the potential to require District resources, the proposal shall be referred to the Superintendent or designate at the earliest possible stage.
 - 3.8 All sponsorship agreements must be in written form and clearly:
 - 3.8.1 Indicate the term of the sponsorship agreement;
 - 3.8.2 State the goals, objectives and benefits of the relationship;
 - 3.8.3 Outline the roles and responsibilities of all parties (i.e. students, teachers, parents, schools, District staff, the District, sponsors, etc.);
 - 3.8.4 Indicate what the sponsor is contributing and the value of that contribution;
 - 3.8.5 Indicate what resources will be provided by all parties; and,
 - 3.8.6 Outline the forms of recognition the District is making available to the sponsor in return.
 - 3.9 All sponsorship agreements will be signed by appropriate representatives from the District and the sponsoring organization or business, and will be available to the public upon request under the terms of the *Freedom of Information and Protection of Privacy Act*.

- 3.10 All sponsorship agreements will be retained by the signing parties and filed with the Superintendent or designate.
 - 3.11 The Superintendent, or designate, reserves the right at any time to review the terms of any sponsorship, and if deemed appropriate, require that the terms be reviewed or the agreement terminated.
4. Sponsor and Donor Recognition
- 4.1 The District does not offer naming of its programs or facilities after corporations or individuals who have made large donations as a form of recognition. Facilities are named in accordance with the criteria and procedures outlined in Administrative Procedure 541 - Naming New Schools.
 - 4.2 Sponsors and Donors may be recognized in a dignified appropriate manner in the following ways:
 - 4.2.2 On program promotional materials and press releases.
 - 4.2.3 In school newsletters and at school events and assemblies.
 - 4.2.4 In District social media and on the District website.
 - 4.2.5 On plaques, pictures or other notices at District schools, the District Office, or in Neighbourhood Learning Centres.
 - 4.2.6 On plaques, pictures or other notices at the sponsor/donor's place of business.
 - 4.2.7 A letter to the sponsor/donor from the Principal, the District, District Staff, the Board or parents' advisory council.
 - 4.2.8 On items being donated, such as Score Clocks, SmartBoards, etc.
 - 4.2.9 On sports uniforms & related equipment, provided this decision has been made in consultation with the school community, and the place and size of the logo/brand does not interfere with the dominance of the school name.
 - 4.2.10 A temporary sign at a District facility indicating the sponsor/donor's name and/or logo, displayed for the duration of the sponsored or supported program, event, tournament activity or production, up to a maximum of 1 month; the location, prominence and design of signage will be determined in sponsorship agreements.
 - 4.2.11 When off District property, signage at the event, activity or program.
 - 4.3 Corporate identification shall be limited to corporate logos and slogans, and these must not be overused.
 - 4.4 There shall be no pressure to compel students of the school community to support sponsors, or any actual or implied obligation to purchase the sponsor's or donors' services or products.
 - 4.5 Corporate involvement shall not require students to observe, listen to, or read commercial advertising.

- 4.6 Programs of corporate involvement must be structured to meet an individual educational or program need, not a commercial motive, and must be evaluated for its effectiveness by the District on an ongoing basis.
5. Donations and In-kind Contributions
- 5.1 External organizations or individuals may make monetary and in-kind donations or gifts to schools for general or specific use. The Superintendent, or designate, will review the allocation of general or specific grants and will annually apprise the Board of any significant gifts or grants to individual schools.
- 5.2 Monetary or in-kind donations or gifts to schools, Community Schools Programming, and District Neighbourhood Learning Centres for tax purposes are accepted subject to District criteria. In-kind donations, once approved, will be processed by the District using Form 520-1.
6. Proceeds from Fundraising or Sponsorships
- 6.1 All funds raised are subject to Administrative Procedure 515 - Purchasing and Tendering.
- 6.2 The proceeds shall not be utilized for the hiring of staff or the provision of programs or activities in schools which require continuity, unless funds raised are to support Community School programming or Neighbourhood Learning Centre programming and/or operations.
- 6.3 The proceeds shall not be used to acquire instructional resources and equipment which would create a significant inequitable situation among schools.
- 6.4 The fundraising body shall report to the parents, school and public annually the amount of funds raised and the purposes for which they were expended. This report may take the form of minutes, newsletter or a statement listing gross receipts and expenditures.
7. Approvals
- 7.1 Associations, groups or individuals associated or identified with student activities or schools are requested not to seek municipal or provincial funding without prior District approval.
- 7.2 Associations, groups or individuals associated or identified with student activities or schools that are seeking funds for food and nutrition supports are requested to vet funding requests that support Food and Nutrition Programs and Supports through the District CommunityLINK committee.
- 7.3 District staff, with the prior approval of the Superintendent or designate, can seek grants and sponsorships to support Community School, and NLC programming, supports, and operations.
- 7.4 When donations require donor recognition, prior approval from the Superintendent or designate is required before the donation is accepted.

8. Monetary or in-kind Donations and Gifts Processing:
 - 8.1 District staff receiving donations or gifts on behalf of schools, District Community School Programming, or Neighbourhood Learning Centres where the donor is requesting a tax receipt will approach the Secretary-Treasurer or designate to determine if the donation or gift meets the Canada Revenue Agency requirements.
 - 8.2 Once approved, a tax receipt will be processed by the Secretary-Treasurer for the donor.
9. Sponsorship Approval Processes:
 - 9.1 School level:

For-profit organizations or businesses that wish to establish a mutually satisfying partnership with a school are to approach the Principal or the parents' advisory council (PAC). Upon request, and with support from the Principal in consultation with the PAC, the Superintendent may approve the partnership for periods of time not exceeding one school or calendar year. The Board will be apprised of all new commercial relationship/partnerships and joint ventures approved by the Superintendent.

District level:
For-profit organizations or businesses that wish to establish a mutually satisfying partnership with the District are to approach the Superintendent. Upon request, and with support from the District Parents' Advisory Council (DPAC), the Superintendent or designate may approve such new partnerships.
 - 9.2 Community Schools:

For profit-organizations or businesses that wish to establish a mutually satisfying partnership with Community Schools are to approach District staff responsible for these areas, and the Superintendent or designate may approve such new partnerships.
 - 9.3 Neighbourhood Learning Centres (NLCs):

For profit-organizations or businesses that wish to establish a mutually satisfying partnership with District Neighbourhood Learning Centres are to approach District staff responsible for these areas, and the Superintendent or designate may approve such new partnerships.
10. Sponsorship opportunities with Community Schools and NLCs:

The following opportunities will be available:

 - 10.1 Sponsorship to support the operationalization of an NLC;
 - 10.2 Sponsorship to support the annual operations of an NLC;
 - 10.3 Sponsorship to support free or low cost Community Schools programming for children, youth, families; and,
 - 10.4 Sponsorship to support free or low cost programming for children, youth, families, and neighbourhood residents in an NLC.

Reference: Sections 8, 8.4, 8.5, 20, 22, 23, 65, 85 School Act

SD No. 40 (New Westminster)

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Modification to this document is not permitted without prior written consent from SD No. 40 (New Westminster)