

AP 319 – Fund Raising and Advertising

Purpose

While the Board recognizes its obligation to provide funds to meet the basic cost of the educational needs of students, it recognizes that some schools may wish to enhance these educational offerings and to engage in fund raising for this purpose. It is desirable that fund raising activities be compatible with the best interests of both students and the community. While equity among schools is desirable, school-based non-public funding is a function of each school community and as such equity cannot be mandated.

Further, the Board encourages and supports the development of partnerships with businesses and organizations for the purpose of enhancing the learning expectations of students and increasing community understanding of public education. It is acknowledged that corporations, businesses and service organizations may, from time to time, choose to support financially and/or materially public school activities and thereby receive recognition in a public manner. While it is understood that partnerships are established to provide benefits to each partner the primary objective must be enhancing educational programs for students.

Collections and fund-raising by outside organizations, or by students for outside organizations, shall generally be discouraged. At the discretion of the principal such annual collections as the Legion Poppy Sale, and the UNICEF - Children's Fund and hamper drives shall be allowed on a volunteer basis.

Procedure

1. Expectations and Fund Raising

- 1.1 Parents have a right to expect that expenditure of donated funds will match the designation of those funds.
- 1.2 In the case of surplus funds, those who raised the funds should expect to have a say in the use of the surplus.
- 1.3 The PAC Executive (according to its constitution) shall expect to be responsible and accountable for the overall supervision of all funds raised, held and dispersed by the PAC, regardless of where the actual accounting records are maintained.
- 1.4 Door to door canvassing is discouraged. If the principal, staff and PAC feel that an activity of this kind is necessary, it will be expected that:

1.4.1 The activity will be carefully organized and supervised.

- 1.4.2 Due regard will be paid to maintaining good public relations by making the community aware of the purpose of the activity and by instructing students in the skills of making courtesy contacts. Students will be instructed to identify their school during the contact.
 - 1.4.3 Careful planning will be undertaken to safeguard students. In the case of elementary students, door to door canvassing is strongly discouraged unless arrangements are made to have students accompanied by an adult.
 - 1.5 The purpose of fund raising must be consistent with the Goals of Education in British Columbia so that schools may participate in activities provided the purpose of the activity is to advance one of the goals for the education system, as prescribed by the Ministry of Education (i.e. intellectual development, human and social development and career development).
 - 1.6 All fund raising and advertising activities must be secular in nature and ensure that there is no religious dogma taught or promoted and that the activity of the school is not used to advance nor inhibit any particular religion.
 - 1.7 It is expected that instructional time of staff and students should not be reduced or affected by fund raising events.
2. Corporate Advertising and Sponsorship
- 2.1 These procedures do not apply to scholarships and bursaries.
 - 2.2 For individual schools the principal shall exercise discretionary authority in approving and monitoring each corporate sponsor relationship. Staff and the school's Parent Advisory Committee will be consulted.
 - 2.3 A consortium of schools may pursue a partnership arrangement in adherence with provisions in 2.2 above.
 - 2.4 District-wide sponsorships will be approved by the Superintendent of Schools, or designate.
 - 2.5 All contractual arrangements are to be received and approved by the Secretary-Treasurer.
 - 2.6 Sponsors may support school teams, bands, clubs, drama productions, curricular domains, as well as, district-wide events, programs and activities. The purpose must be to complement education.
 - 2.7 Sponsor messages or products must be free of bias and stereotyping. Messages or products that relate to alcohol, tobacco products, any controlling substances or stimulant drugs, contraceptives, medications, messages with sexual overtones will not be accepted.

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- 2.8 Political advertisements and corporate political stances are prohibited.
- 2.9 Commercial sponsorship may provide, but is not limited to, equipment, transportation, accommodation, materials, clothing, food, trophies, ribbons, prizes and cash.
- 2.10 Sponsors may be recognized in a dignified, appropriate manner in programs, press releases, newsletters, assemblies and posters. Corporate logos and slogans must not be overused. There will be no pressure to compel students or school community to support sponsors.
- 2.11 Where schools are permitted to participate in fund raising activities with an agency affiliated with a religious organization they must show due diligence in ensuring that learning activities such as this are devoid of any religious teaching or promotion in their documentation or resources.
- 2.12 All cash provided by sponsors must be documented using approved accounting procedures outlined by the Secretary-Treasurer.
- 2.13 No cash may be directly paid to any student or employee. No such funding may be used in any way to entice or reward students or employees or to recruit players.
- 2.14 A written statement of all sponsor donations or kind or cash will be available to the Secretary-Treasurer upon request.
- 2.15 The Superintendent or designate reserves the right at any time to review the terms of any sponsorship or partnership arrangement and, if it deemed appropriate, require that the terms be reviewed or the agreement terminated.

Adopted: May 1968

Amended: October 10, 1979; October 28, 1998; June 24, 2009