

DESCRIPTOR TERM: School – Community Relations	Millard District Policy File Code: 2070 Approved: 12-08-16
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COMMERCIALISM, FUND RAISING, AND DONATIONS

Purpose

The Board recognizes that it is the District's responsibility to fund the basic educational programs sponsored by Millard School District. It is also recognized that the Board is fiscally responsible for the limited funds that are available to the District.

Fundraising is a means whereby partnerships can be encouraged that allow businesses and community members to share resources that benefit students and help improve the educational programs of the District. Fundraising also involves the schools and the private sector in cooperative efforts that enhance the quality of education for students at all levels.

In order to protect students, parents, patrons, and school employees from commercialization and fundraising efforts that are exploitative, coercive, disruptive to the educational process, threatening to the health and welfare of students, or lacking in educational merit, the following procedures have been established.

Solicitation of Funds

No individual or group shall use the school's name to solicit funds, nor shall any individual or group solicit funds at school for any purpose without the principal's approval.

Paid Entertainment or Activities

No entertainment or activities for which admission fees are charged are to be held in the school during school hours without prior approval of the Superintendent.

Advertising

Posting of advertising within a school shall be restricted to school and general public affairs. General public advertising must be approved by the principal.

Advertising for specific political candidates, parties or causes shall not be allowed in or on school property.

The acceptance of advertising by the District or schools is not to be construed as an endorsement for an organization or product. The utilization of funds, materials, equipment, programs, or other contributions that carry with them any advertising or a commercial logo does not constitute an endorsement of the organization or product of the Board, the District, or the schools. Neither shall the Board nor the District assume responsibility for products whose advertisements appear in or around school property.

Funds, materials, equipment, and programs that are made available to the schools by individuals or organizations must not be allowed to replace or intrude adversely upon adopted curriculum, infringe upon instructional time, or pose a burden or place undue pressure upon students, parents, or school employees at work, in the community, or at home.

Organizations may donate products that carry the company name and/or logo such as soft drinks, food items, cups, t-shirts, and hats for school activities and fundraising events provided there are no obligations or added costs for students, patrons, school employees, or the District.

Donor recognition in the form of plaques or nameplates to be placed on equipment, furniture, buildings, and other structures and related gifts shall be cleared with the superintendent or his/her designee.

Advertising in athletic programs, posters, and calendars, along with advertisements in school newspapers, yearbooks, literary magazines, programs for special activities, and similar publications is permitted provided such advertisements meet community standards, do not include products that are harmful or illegal, or do not constitute an endorsement by the District or schools.

Advertising for products that are prohibited by law for sale or use by minors such as alcohol, tobacco/electronic cigarettes, or other substances that are known to endanger the health and well being of students is prohibited.

Employees and Students as Agents

Students and employees of the District, including teachers and administrators, shall not act as agents for commercial organizations during school hours. School employees and students are prohibited from using District or school stationary, equipment, or supplies for personal or private gain. District employees are not permitted to accept personal payment or gratuity in any form from a commercial supplier as a precondition for purchase of a product by the school.

Fund Raising - General Guidelines

1. Each school shall develop an annual fundraising plan approved by the school principal. The development of the plan should include input from parents, staff members and the community council. All fundraising shall be for pre-determined purposes and spent only for those purposes. Each school shall send such plan to the Superintendent for approval.
2. Students will not be involved in door-to-door soliciting of any kind outside their own family and friends.
3. There should be no student to student, or student to staff solicitation during school hours.

4. Participation in any and all fundraising activities should be strictly voluntary; no student or school employee shall be coerced into such activities.
5. Contributions on the part of students, school employees, parents, or other patrons should likewise be voluntary and without coercion, peer or group pressure.
6. In no instance shall participation in, or support for, a fundraising project be used to determine a student's eligibility for participation in school related programs or activities.
7. Funds must be receipted and expended through district or school accounts in accordance with standard accounting procedures.
(Parent/Teacher/Student organization's fundraising activities are subject to accounting procedures established by that organization.)
8. Fundraising projects should be limited to the school's attendance area unless prior approval from the Superintendent or his/her designee is obtained.
9. At the end of the school year each school will submit a summary of their fundraising efforts for Board review.

Elementary Schools Fundraising

Each elementary school shall develop an annual fundraising plan and send such plan to the Superintendent.

1. Each school will be limited to one (1) fund raising activity per year.
2. In addition, the recognized parent teacher student organization, in consultation with the school principal, will be permitted to disseminate information about one (1) Parent Teacher Organization fund raising activity through the school e.g., newsletter, notes sent home with students, or other such uses of school resources or persons.
3. All fundraising activities involving students shall specifically, consistently, and emphatically insist students do not go door-to-door for any purpose. Fund raising instructions shall specify *that* students involvement is to be limited to family and /or close, personal friends.
4. Activities that provide a benefit service to the school community such as book fairs, health fairs, annual school picture programs, etc. are not considered to be fundraisers. However, they still must be approved by the school principal and kept to a minimum.

Secondary Schools Fundraising

Each secondary school shall develop an annual fundraising plan and send such plan to the Superintendent.

1. Prior to initiating any fundraising activities, school groups, teams, the recognized parent/teacher/student organization, and auxiliary organizations shall submit their written plans, budgets, and program to the school principal or designee for approval. The principal or designee shall review the proposals and approve those, which are necessary and consistent with district policy. Those fund raising activities approved by the principal or designee constitute the annual fundraising plan that is forwarded to the Superintendent.
2. Approved fundraising projects shall be scheduled throughout the school year to avoid conflict and excessive fund raising at any given time.
3. Additionally, each community support group/booster club will be permitted to annually disseminate information about one (1) fund raising activity through the school e.g. newsletter, notes sent home with students, or other such uses of school resources or persons.

Fundraising for Charitable Purposes

While there are numerous worthwhile charitable organizations and causes world-wide, charitable fundraising activities will not be endorsed or sponsored in the district without the prior approval of the Superintendent. If approval is given, care should be taken during charitable activities so that the schooling process is not disrupted, and students should not be allowed to miss school as a result of their involvement in such activities.

Fundraising by Outside Organizations

Outside fund drives desiring school involvement in the collection of money or goods are to be discouraged except in extreme cases where such activities have significant educational or humanitarian value. Such instances must have the endorsement of the Superintendent or his/her designee.

Privacy of Students and Employees

No individuals or organizations, public or private, shall be given the names, addresses, and /or phone numbers of students or employees for commercial use without their prior approval. Procedures should be established in schools where student directories are printed to ensure that the right to privacy is not violated.

Sales Representatives and Agents

Sales representatives provide an excellent source of information about school equipment and supplies, textbooks and reference materials, teaching aids, educational technology, fundraising activities, tax-sheltered annuity and insurance programs, and so

forth. However, the primary function of teachers, administrators, and other employees is to serve students.

Sales representatives and agents shall not be permitted to contact students, teachers or other personnel at the job site during contract time. Sales representatives and agents are not to be given time in faculty meetings or employee lounges during regular school hours, nor are they to be provided with lists of employee names and phone numbers. Presentations to employees may be arranged through the principal/supervisor to be held before or after business hours.

Sales materials are not to be distributed to individual employees in their distribution boxes nor at their classroom/office without the approval of the school principal.

School and Individual Pictures

School pictures have a traditional place in public school education. However, care should be taken to minimize disruptions to the educational process.

Circulation of Fliers/Advertisements

To avoid disruption of students' instructional activities, schools shall not be used for distribution of partisan, religious, or commercial advertisements, fliers, bulletins, or newspapers. Information regarding community youth programs, such as Boy Scouts of America, Girl Scouts of America, Campfire Girls, 4-H Clubs, county and municipal programs, and little league type recreation programs may be left in the office and made available to interested students.

References

- 13-22-5.1 Utah Code Annotated 1953, 1992 (Charitable Solicitations by Public and Higher Education Foundations)
- 53A-4-20 Utah Code Annotated 1953, 1988 (School District Foundation)

_____ Club/Team/Organization

_____ School

Fundraising Worksheet

This worksheet is to be completed by each fundraising chairperson and submitted prior to September 15th to the school principal, and then final submission to the Superintendent by October 1st of each school year.

Projected Expenses for the Season/School Year		
<i>(Please fill out all that are applicable.)</i>		
Fundraising Needs	Description	Cost
Camps		
Equipment		
Lodging		
Meals		
Travel		
Uniforms		
Other: <i>(please specify)</i>		

Proposed Fundraisers			
Description	Date	Anticipated Revenue	Actual Revenue

Fundraising Review	
<i>(Review between the chairperson and principal needs to be completed prior to principal checkout.)</i>	
Total Funds Raised <i>(June 1st to June 1st)</i>	
Anticipated Fundraising Needs	
Revenue to Needs Comparison	

_____ Fundraising Chairperson Signature

_____ Date

(Triple copy – Chairperson, Principal, Superintendent)