

508 COMMUNITY PARTNERSHIPS AND FUND-RAISING

Background

It is the practice of the Canadian Rockies Regional Division to support, facilitate and encourage the development of authentic, mutually beneficial relationships between schools and the larger community, including business and non-business sectors, with due sensitivity and regard for the legitimate needs of all parties involved.

Guidelines

1. Ethical Guidelines

To provide a general framework, the Division subscribes to the following ethical guidelines from the Conference Board of Canada.

Partnerships are supported which:

- a. enhance the quality and relevance of education for learners
- b. mutually benefit all partners
- c. treat fairly and equitably all those served by the partnership
- d. provide opportunities for all partners to meet their shared social responsibilities toward education
- e. acknowledge and celebrate each partnership contributions through appropriate forms of recognition
- f. are consistent with the ethics and core values of all partners
- g. are based on shared or aligned objectives that support the goals of the partner organizations
- h. allocate resources to complement and not replace public funding for education
- i. measure and evaluate partnership performance to make informed decisions that ensure continuous improvement
- j. are developed and structured in consultation with all partners
- k. recognize and respect each partnership expertise
- l. identify clearly defined roles and responsibilities for all partners
- m. involve individual participants on a voluntary basis

2. Partnership Guidelines

- a. Community partnerships within a school require the authorization of the Principal and will be reported to the Superintendent.
- b. Community partnerships involving more than one school in the system require the authorization of the Principal(s) and the Superintendent.
- c. Student activities within the partnership require the authorization of the Principal and the Superintendent.

3. Guidelines for Fund Raising Activities

The following principles are intended to provide guidance to schools in the area of acquiring resources from non-Division sources. These may be financial, human, or material in nature.

Arrangements are supported which:

- a. reflect a philosophy of support and assistance to schools and students
- b. are consistent with the Board's Mission, Beliefs, and Values Statement
- c. include consultation with the local school community
- d. are legal, ethical, and benefit students (example: no tobacco or alcohol products)
- e. are subject to the discretion of principal and staff in the use of donated materials, resources and services
- f. are subject to normal audit process and system accountability
- g. involve specified time frames and include a regular review of arrangements
- h. involve cooperative (consortium) efforts to achieve maximum commercial advantage (e.g., multi-school and multi-board) wherever possible
- i. allow for recognition by Division and school, including display of corporate symbols where acceptable and appropriate
- j. involve wide spread sharing of best practice, expertise and creative ideas to achieve maximum benefits to the system
- k. do not require direct endorsement of products or services
- l. require prior approval by the principal for fund-raising activities within the school community, and by the Superintendent of Schools for activities beyond the school community
- m. require senior administration approval for any contracts above \$25,000 annually
- n. require senior administration approval for any region-wide agreements or campaigns for funds by outside organizations

4. Operational definitions

To assist with clarity of communications, the following definitions are used:

- a. **Partnership:** the collaborative effort of schools, community, and businesses, to prepare students to function productively in society as worker consumer, citizen and lifelong learner; through the exchange of human, intellectual and/or material resources to the mutual benefit of all involved.
- b. **Sponsorship:** the provision of funds, price reductions, equipment, materials or services in exchange for some form of exclusivity and/or product recognition for a specified period to time. This might include cross promotions. (e.g. chocolate bar sales).
- c. **Donation:** a gift of funds, equipment, materials or services which may involve the provision of a charitable donation receipt as appropriate.
- d. **Fund-raising:** the acquisition of resources from other than Division sources. These include proceeds from sales of various items (e.g. food, materials) donations (e.g. money, equipment) or advertisements (e.g. yearbook).
- e. **Advertisements:** the provision of advertising space on behalf of a commercial concern in exchange for revenue or goods in kind (e.g. yearbook ads). This should not be confused with the display of corporate logos as sponsorship recognition.
- f. **Non-Division Funds:** all revenues and assets acquired by schools from other than Division budgets are subject to audit and there is full accountability for disposition.

References