

School District #62 (Sooke)

Sponsorships and Donations	No.: B-135
	Effective: Nov. 26/19 Reviewed: Sept. 10/19; Sept. 24/19; Oct. 1/19; Oct. 22/19; Nov. 26/19 Revised:

PREAMBLE

The Sooke School Board recognizes its obligations as a provider of public education, free of charge and publicly funded by government. The Board also recognizes its obligation to protect the welfare of students and maintain the integrity of the learning environment. This includes protecting students, to the extent possible, from advertising when they are in school.

Parents entrust their children to the district for education and instruction. This trust does not include permission for their children to be marketed to while in our care.

School-business/donor relationships, based on sound principles and community input, can enhance the high quality of education in the school district. When working together, schools and businesses/donors must ensure that educational values are not compromised in the process.

The Sooke School Board believes that there is a role for community partnership through sponsorships and donations in our schools.

SCHOOL BOARD POLICY

The Board of Education believes that sponsorships and donations from individuals, community organizations and businesses may be accepted by the school district in order to enhance, but not replace Government funding, based upon the following guiding principles:

GUIDING PRINCIPLES:

- That Public Education should be free and fully funded by the provincial government. Any funding provided to the school district through donations and/or sponsorships should compliment, and not replace, public funding for education;
- Sponsorships and/or donations should not result in any school being denied basic educational opportunities, therefore district resources should be distributed in the most equitable manner possible;
- Partnerships with the community that benefit and enhance the educational experience for students will be encouraged and supported;
- Equity and fairness should be used as a means to help determine the appropriateness of sponsorships and/or donations.
- Donations and/or sponsorships received by the school district should be consistent with Board values and should therefore not be connected to entities that negatively represent or portray public education;
- Donations and/or sponsorships must be consistent with school codes of conduct and district policies, including prohibiting discrimination on the basis of race, colour, ancestry, sexual orientation, ethnicity, place of origin, religion, sex, family status, marital status, age or mental or physical disability;

- Enhancements should be of benefit to a school or the district; specifically, in terms of the delivery of quality, relevant, culturally responsive educational programs for students;
- Sponsorships/donations may not provide financial gain to a district employee or direct or indirect benefit to employees' families or friends;
- The welfare of students will be treated as a paramount concern when considering sponsorships or donations, including being appropriate to the age/maturity of the students;
- Any donations and/or sponsorships, must:
 - not require the district to sell products or services;
 - be non-exclusive;
 - ensure that Sooke School District and its schools retain control of the curriculum;
 - not require students to view advertising or to advertise for a product (businesses may only have a visible presence in the school if it occurs in the natural course of business, e.g. names and logos on food products or office supplies, or it if occurs as a result of a donation or sponsorship in accordance with the provisions of this policy;
 - be compliant with legislation, policy and regulations.
- That acknowledgement of sponsors' and partners' contributions will be through appropriate, forms of recognition.

STATUTORY REFERENCES

Legislation:

BC Human Rights Code
BC School Act, Section 156(1)
Income Tax Act

Policy:

B-134: Formal Business-Education Partnerships
D-205: Fund Raising