

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:

ADMINISTRATIVE REGULATIONS

DEFINITION OF TERMS

Donation: Donation is a gift or contribution of money, goods or services, voluntarily transferred to a school or the school district without expectation of something of value in return.

Sponsorship: Sponsorship is an agreement between a school or the Board of Education and an individual, group, organization or community-based group in which the sponsor provides financial or resource support in exchange for recognition.

Advertising: Advertising is an oral, written or graphic statement, made by the producer, manufacturer or seller of products, equipment or services, which calls for the public’s attention to arouse a desire to buy, use or patronize the product, equipment or services.

Recognition: Recognition means any form of acknowledgement or consideration provided by a school or the Board of Education for a donation, sponsorship or partnership.

DONATIONS:

1. Subject to the following limitations, the principal of a school, district principal, manager or director may accept or decline a donation:
 - a. A donation from any enterprise identified with products that relate to alcohol, tobacco, cannabis or any other enterprise deemed to be harmful to health and/or the values of the Board, will not be accepted.
 - b. If the donation involves more than one school, and consensus cannot be reached on its distribution, the matter will be referred to the Superintendent of School and/or Secretary-Treasurer for consideration.
 - c. Proposals for donations of a unique nature will be referred to the Board for consideration.
 - d. As long as the total combined value of any donation does not exceed \$2500.
2. Any donations with a combined value above \$2500 must be approved by the Superintendent of Schools or the Secretary-Treasurer.
3. If accepted, donations shall become the property of School District No. 62.
4. New and used equipment, whether for in-school or out-of-school use, must be of a standard acceptable for use in classrooms and schools.
5. The school and/or district must consider costs for appraisals and installation, where applicable, to ensure that funds are available.
6. Equipment must be installed according to the standards of School District No. 62.
7. Upon request, the Secretary-Treasurer or designate will issue a Charitable Donation receipt for eligible donations when the value of the donation exceeds \$25.
8. Should a donation involve a sponsorship of any kind, the Board’s sponsorship regulations (below) shall be followed.

9. The principal will notify the Director of Finance of any item (including property) valued at more than \$500 that is donated.
10. Donations of property will be appraised to determine fair market value, under the direction of the Director of Finance.
11. All cash donations are to be properly accounted for in accordance with district procedures or, as directed by the District's Finance Department, including the provision of a receipt for funds received.
12. School Principals will have the discretion, in consultation with staff members, on how best to use donations to the school that have not been specified for a specific purpose by the donor.

SPONSORSHIPS:

1. Sponsors may support school teams, bands, clubs, drama productions and other school activities as well as district-wide events, programs and activities.
2. Commercial enterprises identified with products that relate to alcohol, tobacco, cannabis or enterprises inconsistent with the values and beliefs of the Board of Education will not be accepted as sponsors.
3. Sponsorship agreements must be recorded in writing.
4. The terms of the sponsorship will be agreed upon by the sponsor and the principal(s) of the school(s) in receipt of the sponsorship, provided that the total value of the sponsorship does not exceed \$2500. The principal may consult with staff and the Parent Advisory Council (PAC) prior to a sponsorship agreement being finalized.
5. Any sponsorships valued above \$2500 must be approved by the Superintendent of Schools or the Secretary-Treasurer.
6. When a sponsorship is for the benefit of the district or valued at more than \$2500 for a school, the terms of the sponsorship will be agreed upon by the sponsor and the Superintendent of Schools and/or Secretary-Treasurer. The Superintendent or Secretary-Treasurer may consult with Education partners as appropriate.
7. Sponsors may provide, money, goods, or services.
8. Sponsors may be recognized in a manner that is mutually agreed upon by the sponsor and principal(s) and/or district. In the event that the manner of recognition being proposed is in dispute, the question may be appealed to the Superintendent of Schools.
9. There can be no pressure to compel students or community members to support any commercial enterprise.
10. No cash may be paid or personal benefit given to any employee of the Board, player, team coach, club/activity sponsor or volunteer. No sponsorship funding may be used in any way to entice or reward any employee of the Board, athlete, coach or volunteer to recruit players for the school.
11. The Superintendent of Schools reserves the right at any time to review and, if deemed appropriate, require that the terms of a sponsorship agreement be revised or terminated.