



SECTION:	School and Community Relations	APPROVAL DATE:
SUBSECTION:	Advertising in Schools	November 6, 2000
POLICY NAME:	Donations/Sponsorships/Agreements/Partnerships in Catholic Education	LAST REVISED:
POLICY NUMBER:	R.SCR.B.1	November 6, 2000

1. DEFINITIONS

- 1.1 *"Donation"* is support offered by a community group or business, in cash or equivalent, to a school or to the system that may or may not involve a public statement of appreciation or recognition. For income tax purposes, a donation to a registered charity is defined as a voluntary transfer of property (usually cash) without expectation of return.
- 1.2 *"Sponsorship"* is financial support or the equivalent offered by a community group or a business to a school or to the system that includes an agreement to give public recognition and/or preferential treatment to the sponsor.
- 1.3 *"Agreements"* will vary in nature depending on the situation. Normally, in exchange for access to school or the board for referrals, advertising or sales, the sponsor agrees to provide the school or system with goods or services at a preferential rate or at no cost to the Board. All such arrangements shall be evidenced by a written agreement in compliance with the policy.
- 1.4 *"Partnerships"* (Educational)
Partnerships in Education are mutually supportive agreements between a school system or any part thereof, and a business, post secondary institution, government department or community agency that:
- encourage learning and growth in all partners, and enrich the educational environment by tapping human resources available in the community.
 - are based on a mutually beneficial relationship that is designed to enhance learning for all partners.
 - shall not exploit students. The use of "captive students for the commercialization of a product or service" is prohibited.
- 1.5 *"Commercialization"*
Commercialization is the use and or exploitation of students as a captive audience for corporate promotion. Commercialization also refers to the use of students, during school hours, in the promotion of a product. In this situation students have no recourse and are obliged to be present due to the provincial legislation or Board/school procedure or policy.

No agreement shall provide for the right of exclusivity in respect of the product of any donor, sponsor or partner.

The use of logos other than the manufacturers' non-engineered logo, shall amount to commercialization.

2. DONATIONS

Donations may be accepted by the Board, a school, principal or designate, if the following conditions are met:

- 2.1 The donated material or goods are appropriate and of use to the school/system. The product and operations of the business must be compatible with the *Mission Statement and Governing Values of the Board*.
- 2.2 With the exception of awards, scholarships or bursaries which may be designated to an individual, the donation of goods or materials will be made to the school or department and used or distributed at the discretion of the principal or Director of Education, or designate, having regard to the needs of the student, any specific program and/or the expressed intention(s) of the sponsor.
- 2.3 If the donor of non-cash items wishes to receive a receipt for tax purposes, an independent assessment of the value of the contribution will have to be obtained. The arrangements will be completed in accordance with procedures for *Charitable Donations*.
- 2.4 Donations with an aggregate value of \$5,000 or greater, in any one year, must receive the approval of the Board.
- 2.5 Monies received by the school shall be maintained in a school account. A report of all money, goods, or materials, received by a school, shall be forwarded to the Chief Financial Officer by the end of the school year for proper record keeping.
- 2.6 Board employees and trustees are not permitted to receive a personal gift, donation or discount from any donor, supplier or partner who provides goods, services and programs to the Board.

3. SPONSORSHIP

- 3.1 When a sponsorship is financial support for schools or the system valued at less than an aggregate value of \$5,000, in any one year, the approval will rest with the principal and/or appropriate supervisory officer. If the consideration has an aggregate value of \$5,000 or greater, in any one year, the sponsorship must receive the approval of the Board.
- 3.2 For sponsorship to be approved, the product and operations of the business must be compatible with the *Mission Statement and governing Values of the Board*.
- 3.3 All agreements for sponsorship shall be in writing, with a statement setting out the expectation of both parties. A copy of all such agreements shall be forwarded to and maintained on file by the Chief Financial Officer.
- 3.4 Appropriate recognition shall be permitted when acknowledging sponsors provided it does not amount to commercialization and complies with the stated values in Ontario Catholic Education and the Corporate Sector. (See Appendix A)
- 3.5 A report of all money, goods, or materials, received by a school, shall be forwarded to the Chief Financial Officer by the end of the school year for proper record keeping.
- 3.6 Commercial sponsorship on school uniforms shall comply with the requirements of the local sport governing body and/or the OFSAA Uniform Sponsorship Policy, where necessary. (See Appendix B)
- 3.7 All requests for corporate advertising on school property shall require the approval of the Director of Education, or designate.
- 3.8 Commercialization shall not be permitted by or through sponsorship.
No sponsor shall provide for the right of exclusivity in respect of the product received by the school or system.
The use of logos other than the manufacturers' non-engineered logo, shall amount to commercialization.

4. AGREEMENTS

- 4.1 Agreements may not include preferential access or exclusive service provided by a corporate sponsor.

- Vendors for school uniforms are not considered corporate sponsors, nor shall agreements with such vendors be considered agreements, within the terms of this policy.
- 4.2 For agreements to be approved, the product and operations of the business must be compatible with the *Mission Statement and Governing Values of the Board*. All contracts entered into by the Board must include the right of the Board to terminate the agreement if the sponsor is thereafter found to be in violation of the *Mission Statement and Governing Values of the Board*.
 - 4.3 Agreements with an individual school always require the approval of the Director of Education, or designate.
 - 4.4 Agreements with the system require the approval of the Director of Education, or designate.
 - 4.5 Agreements shall normally be for a period of no longer than one year, but may be subject to renewal.
 - 4.6 Agreements that extend beyond one year shall require Board approval.
 - 4.7 Agreements involving consideration with an aggregate value of \$5,000 or more, in any one year, shall require Board approval.
 - 4.8 Commercialization shall not be permitted by any agreement between the Board and the provider, of any goods or services to the Board.
No agreement shall provide for the right of exclusivity in respect of the product of any donor, sponsor or partner.
The use of logos other than the manufacturers' non-engineered logo, shall amount to commercialization.

5. COMMUNICATIONS

- 5.1 Business or community groups may contact the principal of the school, Chief Financial Officer, or other Board representatives, to initiate a donation, sponsorship or agreement.
- 5.2 Once a contact has been made, the Director of Education, or designate will be responsible for initiating the processing of the agreement.
- 5.3 Solicitation of goods, services or money with less than an aggregate value of \$5,000, in any one year may be made by a Board or school designate. Solicitation of goods, services or money equal to or greater than an aggregate value of \$5,000, in any one year shall only be made by a principal or the Director of Education or designate. Solicitation to businesses should be made only through the Chief Financial Officer, so as to ensure that duplicate solicitation does not occur.
- 5.4 Individuals or firms wishing to provide goods or services at a reduced cost or at no cost justifiably believe that they are extending a favour to the school or the Board. Therefore, every effort will be made to facilitate a prompt response to any offer that has been extended.