

Subject:

Commercialism, Fund-Raising and Donations

1. PURPOSE

To encourage partnerships which foster better understanding of the public school system within the community, strengthen and enhance school programs, and create a climate of involvement and cooperation between community organizations and schools in areas of mutual interest and concern through:

- 1.1. Sharing resources that benefit students and improve the educational programs.
- 1.2. Involving the schools and the private sector in cooperative efforts that enhance the quality of education for students at all levels.
- 1.3. Protecting students, parents, teachers, and school administrators from commercialization and fund-raising efforts that are exploitative, coercive, disruptive to the educational process, threatening to the health and welfare of students, or lacking in educational merit.
- 1.4. Affecting a smooth and orderly procedure whereby the school and the community can cooperate commercially.

2. WASATCH COMMUNITY FOUNDATION

The Wasatch Community Foundation (the “Foundation”) is an entity established to receive donations and gifts for the benefit of schools, students, employees, teachers, and Wasatch School District. Any organization or individual wishing to donate cash, materials, equipment, other property or programs to a school is encouraged to make such donations through the Foundation. Employees are encouraged to donate as they can.

3. GENERAL GUIDELINES

The Board of Education encourages schools, students, student body organizations, and other school organizations to use discretion when organizing fund-raising activities and charitable drives. Such fund-raising activities should as much as possible avoid direct competition with local merchants of the school district.

3.1. General Fund-Raising Guidelines

- 3.1.1. Students shall not be assigned to or be held responsible for the collection of funds except for student activities, which are otherwise authorized in accordance with

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the District's rules and policies, and except for those projects and activities that have been approved by the school advisor, the school principal, and the Superintendent.

- 3.1.2. Participation in any and all fund-raising activities should be strictly voluntary; no student or school employee shall be coerced into such activities.
- 3.1.3. Contributions on the part of students, school employees, parents or other patrons should likewise be voluntary, without coercion, and without peer or group pressure.
- 3.1.4. In no instance shall participation in, or support for, a fund-raising project be used to determine a student's grade or his or her eligibility for participation in school-related programs or activities.
- 3.1.5. All fund-raising shall be for predetermined purposes and spent only for those purposes.
- 3.1.6. Funds must be receipted and expended through Foundation, District, or school accounts in accordance with standard accounting procedures. School parent organization (i.e. PTA, PTO) fund-raising activities are subject to accounting procedures established by that organization.

3.2. Elementary School Fund-Raising

- 3.2.1. The Board shall allow fund-raising in each elementary school to raise funds for identified school projects. A specific school project must be identified prior to raising funds to qualify for tax-exempt status under Utah and IRS statutes and regulations.
- 3.2.2. A school's parent organization (i.e. PTA, PTO), in consultation with the school's principal, may sponsor a fundraiser if necessary to support that organization's programs.
- 3.2.3. Students will not be involved in door-to-door soliciting of any kind outside of the solicitation of their own family members and friends.
- 3.2.4. Prizes or other incentives intended to encourage increased sales must be approved as part of the fund raising application.

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3.3. Secondary School Fund-Raising

- 3.3.1. The Board shall allow fund-raising in each secondary school to raise funds for identified school projects. A specific school project must be identified prior to raising funds to qualify for tax exempt status under Utah and IRS statutes and regulations.
- 3.3.2. Each secondary school may conduct community fund-raisers if the school group or organization wishing to conduct the fund-raiser presents its proposal to, and receives prior approval from, the school's principal and the Superintendent at least 30 days in advance of the fund-raising event.
- 3.3.3. Each secondary school may conduct in-school fund-raising, only at the school's facility or on the school's grounds, if the school group or organization wishing to conduct the fund-raiser presents its proposal to, and receives prior approval from, the school's principal or the principal's designee at least 30 days in advance of the fund-raising event.

3.4. Fund-Raising for Charitable Purposes

- 3.4.1. Charitable fund drives, which are put on by organizations other than the District, the District's schools, the Foundation, and the District's parent and student organizations and which propose to involve any school within the District in the collection of money or goods, are to be discouraged except in rare cases where such activities will have very significant educational or humanitarian value. Such instances must be approved by the school's principal and have the support of the school's parent organizations and the school's community council.
- 3.4.2. Care should be taken during charitable activities so that the instructional process is not disrupted, and students should not be allowed to miss school as a result of their involvement in such activities.

4. COMMERCIALISM

4.1. Advertising

- 4.1.1. The acceptance of advertising by the District or by the schools is not to be construed as an endorsement of the advertiser's organization, products, or services.

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- 4.1.2. The utilization of funds, materials, equipment, programs, or other contributions that carry with them any advertising or commercial logos **does not** constitute an endorsement of the organization, product, or service by the Board, the District, or the schools.
- 4.1.3. The Board and the District do not make any representations or warranties regarding, and are not responsible for, any organization, product, or service appearing in any advertisement in, on, or around school property.
- 4.1.4. 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.
- 4.1.5. Organizations may donate products that carry the organization's name and/or logo such as soft drinks, food items, cups, T-shirts, and hats for school activities and fund-raising events provided there are no obligations or added costs for students, patrons, school employees or the District.
- 4.1.6. Advertising in athletic programs, posters, and calendars, and in school newspapers, yearbooks, literary magazines, programs for special activities, and similar publications is permitted upon approval by the principal and provided such advertisements meet community standards.
- 4.1.7. Partisan advertising, and advertising for products that are prohibited by law for sale or use by minors such as alcohol, tobacco or other substances that are known to endanger the health and well-being of students, are prohibited.
- 4.1.8. Each school should establish guidelines for advertising within the school in accordance with Board policy and subject to final approval by the principal.

4.2. Permission Required to Circulate Advertisements

- 4.2.1. To avoid disruption of students' instructional activities, schools shall not be used for distribution of partisan, religious, or commercial advertisements, fliers, bulletins, or newspapers nor shall such items be placed on vehicles parked on school grounds.
- 4.2.2. Principals may permit the school distribution of fliers, bulletins, or newspapers with information regarding nonprofit community youth programs such as Boy

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Scouts of America, Girl Scouts of America, Campfire Girls, 4-H Clubs, county and municipal programs, and little league-type recreation programs.

4.3. Employees and Students as Agents

- 4.3.1. Students and employees of the District, including teachers and administrators, shall not act as agents for commercial organizations during school hours.
- 4.3.2. 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 District or any school.
- 4.3.3. A District employee's participation in a private, but education-related, activity must be separate and distinguishable from the employee's public employment. Any such employee shall use his or her diligent best efforts to communicate to all third parties involved in the activity that the employee's participation in such activity is not on behalf of the District or any of the District's schools and is not in furtherance of the employee's employment duties to the District.

4.4. Sales Representatives and Agents

- 4.4.1. It is not appropriate for schools to be the forum for sales agents to make sales. Principals may authorize a sales appointment for educational purposes at their discretion.
- 4.4.2. Sales materials are not to be distributed to individual employees in their distribution boxes nor at their classrooms/offices without the approval of the school principal.

4.5. Classroom Book Clubs

- 4.5.1. Book clubs can serve a vital role in the total reading program of the schools--especially those that provide students with recreational reading materials. However, care must be taken to ensure that such reading programs operate in accordance with existing curricular goals and objectives and are not at odds with other fund-raising policies and procedures.
- 4.5.2. The purchase of books through book clubs must be strictly optional on the part of students and parents. Educators must not place pressure on students and parents to purchase books.

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- 4.5.3. Book orders must also be handled by individual teachers, although parents may be asked to assist with the process. Book orders must also follow school district cash handling policy.
- 4.5.4. Care should be taken to keep interruptions to the instructional process to a minimum, and accurate and complete records of all book orders must be maintained by the teacher and the school secretary.
- 4.5.5. Books and points received in gratis for the sales of a certain quantity of books must remain the property of the school.

4.6. PTA Book Sales

PTA Book Sales must be conducted in accordance with PTA rules and bylaws.

5. CLASS GIFTS

- 5.1. Monies left by graduating classes should either be placed immediately in the general fund of the student body or be ear-marked and used solely for the designated purpose intended
- 5.2. Monies set aside for a class gift must be used within one year.
- 5.3. The use of class gift money or other student organization gift money for improvement of a building or a ground must be approved by the Superintendent and School Board prior to its acceptance by the District

6. MANAGEMENT OF FUNDS

- 6.1. Accounting procedures as established by the Cash Handling Policy shall be followed by all schools, clubs, and other organizations.
- 6.2. The principal of the school or his designated representative shall be responsible for carrying out the Administrative Rules and Regulations pertaining to the handling of and accounting for student funds.
- 6.3. The District business office shall maintain a continuing audit of these funds.
- 6.4. Trust fund balances shall be permitted in special cases, in specific amounts, and for specific purposes by permission of the Superintendent. These accounts shall be ear-marked and used solely for the designated purpose intended.