

CORPORATE SPONSORSHIPS AND DONATIONS

Background

Positive school/business relationships can enhance the educational experience of students and contribute to high quality education. The District wants to develop such relationships.

Corporate sponsorships are informal or formal relationships where a product or service is provided in exchange for returns such as recognition or advertising or to meet a goal related to community involvement. Corporate donations are informal or formal relationships where money is given for returns such as recognition or advertising or to meet a goal related to community involvement.

Compulsory school attendance confers an obligation upon educators to protect the welfare of students and the integrity of the learning environment. When working together, schools and businesses must ensure that educational values are not distorted in the process. The District expects that school and District business relationships will be conducted in an ethical manner in accordance with Board policy and administrative procedures and adhere to the following criteria.

Procedures

1. Corporate sponsorship and donation agreements are supported which:
 - 1.1. Treat the welfare of students as a paramount concern;
 - 1.2. Enhance the delivery of quality, relevant curricular and co-curricular programs for students;
 - 1.3. Benefit the school/District;
 - 1.4. Are respectful of community standards;
 - 1.5. Are respectful of the educational setting;
 - 1.6. Are consistent with school and District policies and procedures.
2. Principles
 - 2.1. Upon acceptance, donations become the property of the District.
 - 2.2. There shall be no actual or implied obligation to purchase the sponsors' or donors' services or products.
 - 2.3. No employee of the District shall accept a personal gift in cash or kind, or benefit from the corporate sponsor or donor.
 - 2.4. There shall be no restrictions expressed or implied by the donor as a condition of accepting the gift, sponsorship or donation.
3. In planning for corporate sponsorships and donations, the decision-maker must consider:
 - 3.1. Equitable opportunities for students;

- 3.2. Ways to acknowledge each partner's contributions through appropriate forms of recognition;
 - 3.3. The appropriateness of the type of recognition at each level; elementary, middle, secondary; and,
 - 3.4. The quantity, location dimensions, and duration of displays of corporate identifiers placed in the school.
4. Tax Deductible Donations
 - 4.1. Charitable receipts will be issued on request for cash donations in excess of \$50 in accordance with CRA guidelines
 - 4.2. Charitable receipts for in kind donations can only be issued with prior approval of the Secretary Treasurer and must be requested using [Form 525-1](#) Gift in Kind Acceptance.
5. Approval of Sponsorships, Donations and Fundraising
 - 5.1. School level sponsorships, donations and fundraising are coordinated through the Principal.
 - 5.2. School level sponsorships, donations and fundraising under \$5,000 will be approved by the Principal in consultation with the Secretary Treasurer.
 - 5.3. School level sponsorships, donations and fundraising over \$5,000 will be coordinated by the Principal, and approved by the Secretary Treasurer.
 - 5.4. All school level sponsorships, donations and fundraising that commit the District to any contractual obligations require the prior approval of the Secretary-Treasurer.
6. Employee Level Sponsorships - Corporate or Association contributions in the form of a gift or gifts to employees of the District who attend conferences paid for by the District
 - 6.1. Employees who receive a gift or gifts as part of a conference package must report the items to their Principal, or immediate supervisor, upon return to the District.
 - 6.2. As property of the District, the Principal or immediate supervisor, must determine whether the gift or gifts can benefit the organization, as per clauses 1.2 and 1.3, or allow the employee to keep the gift or gifts if no measurable District benefit exists.

Reference: Sections 8, 8.4, 8.5, 20, 22, 23, 65, 85 School Act

Adopted: November 2019

Revised: