

FINANCE

Policy 611.3-R

Revenue Generation

The school district shall consider opportunities to maximize revenue generation where it is in the best interest of public education and students, as outlined in the Board Policy.

Definition

District-Raised Funds

District-raised funds shall be deemed as those funds raised through the organizational efforts of district staff with little or no involvement from staff at the schools. Examples of district-raised funds include funds raised through the International Student Program and private rentals. These funds are considered Board funds. The expenditure of Board funds must be approved through an enactment by the Board and is subject to audit.

School-Raised Funds

School-raised funds shall be deemed as those funds raised through the organizational efforts of school staff with little or no involvement from staff at the district level. Examples of school-raised funds include funds raised through vending machines and a wide variety of other fundraising activities that are approved in accordance with Board Policy. These funds are considered Board funds. The expenditure of Board funds must be approved through an enactment by the Board and is subject to audit.

PAC-Raised Funds

Funds raised by the Parent Advisory Councils (PAC) on behalf of schools shall be deemed as those funds raised through the organizational efforts of parents in concert with the school. Example of PAC-raised funds include gaming and a wide variety of other fundraising activities. All non-gaming PAC-raised funds are subject to audit by the district in accordance with Board policy.

General Principles

The school administrators and district management staff are agents of the Board. As agents, they will ensure that all fundraising activities are conducted under their direct supervision. All fundraising activities shall be carefully considered to ensure:

- No interference with the delivery of educational programs,
- No compromise to the integrity and purpose of public education,
- No burden placed on the community, parents or staff,
- No undue risk is placed on the school district.

General principles for revenue generating activities:

1. Revenue generating activities must be consistent with the Board's strategic plan and Board Policy.
2. Care should be taken in choosing the kinds of revenue generating activities to avoid the implied commercial endorsement by the school district. Activities shall be legal, ethical and avoid controversial products or services (no smoking, vaping or alcohol-related products or services) and be within the confines of Board Policy, legislation and contractual obligations.
3. The Board's involvement in revenue generating activities shall not require students to observe, listen to, or read advertising of any kind.
4. Participation by students, teachers and parents in revenue generating activities will be voluntary.
5. No activity should be undertaken which would compromise the goals and objectives of the school, classroom or district. Curriculum and instruction remain the responsibility of educators.
6. Students' access to district resources must not be compromised. Example is renting out gymnasiums when needed for school use.

Authority

The Board assigns the responsibility for the implementation of the Revenue Generation policy to the Superintendent of Schools and the Secretary Treasurer and authorizes the Superintendent of Schools and the Secretary Treasurer to establish procedures that will guide the implementation of this policy.

The Superintendent of Schools and the Secretary Treasurer or designate shall:

- examine all reasonable revenue generation and grant opportunities that may be of financial benefit to the school district,
- ensure and approve all agreements for a specified period,
- ensure all initiatives are conducted according to the highest ethical standards and be respectful of community standards,
- ensure all partnership comply with all of the Board policies,
- approve all materials distributed to students, staff and parents,
- approve any reference to or use of the school district's name, logo, slogan, mission, vision statements or reputation,
- ensure all sponsored products, materials and services must meet the standards used by the school district in the purchase of similar goods and services.

Fund Raising for the School

The Board recognizes the diversity existing in the composition of the groups wishing to raise funds, the purposes of which funds are raised, and the methods used to control the funds. Whatever the source or ultimate purpose of the funds, all shall be accounted for in accordance with Board Policy. All records related to a school's fund raising activity are considered part of the school's financial records and subject to audit.

Fund Raising Groups

Fund raising projects may be undertaken for the benefit of individual schools by the following groups:

1. An internal school grouping consisting of a class, several classes, or the entire school organized for the specific purpose of raising funds. This unique organization formed to raise funds will disband at the completion of the project. Accounting for these funds shall be in the school's financial records and subject to audit.
2. An internal school association or club organized on a yearly basis with a specific function to perform within the school, such as student councils. Accounting for these funds shall be in the school's financial records and subject to audit.
3. A school committee made up of administration, staff, parents and students. This committee would determine the needs of the school by providing input from their respective groups. It would then be responsible to plan the fund raising events and recruit help from volunteers within their organizations. Accounting for these funds shall be in the school's financial records and subject to audit.
4. A Parent Advisory Council (PAC) formed under the authority of *Section 8* of the *School Act*.

Fund raising by groups, other than those listed above, must be pre-approved by the Superintendent of Schools, Secretary Treasurer or designate.