

Toronto District School Board

Policy P021

Title: **FUNDRAISING**

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Effectuated: March 28, 2001

Revised: October 24, 2001, June 12, 2002, June 26, 2003

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Authorization: Board of Trustees

1. RATIONALE

The Fundraising Policy (the “Policy”) supports the Toronto District School Board’s (TDSB) commitment to fiscal responsibility and financial viability and promotes student learning opportunities when planning and implementing fundraising activities. The Policy is aligned with the *Education Act* and the Ministry of Education’s Fundraising Guideline.

2. OBJECTIVE

- To outline expectations and provide directions to TDSB staff and members of school communities when planning and implementing fundraising activities.

3. DEFINITIONS

Crowdfunding is a fundraising method where a large number of people each give an amount of money to pay for an initiative or project, especially by using a website to collect the money.

Donation is a voluntary contribution to the Board or to a school in the form of a financial donation, gift in kind or gift of service.

External Charity Groups are registered charities that are not legally affiliated with the Board. They may fundraise for their own organizational purposes, or for TDSB schools. Examples of these groups are alumni associations, Home & School Associations.

Fundraising is a local school or system-wide activity to raise money or other resources and is a collaborative effort among parents/guardians/caregivers, students, staff and the school community to raise funds in support of:

- local school programs/initiatives;
- central campaigns;
- external initiatives/charities to benefit TDSB schools/students; or
- external initiatives/charities supported by TDSB to benefit external organizations/causes.

Fundraising Activities may include, but are not limited to:

- Donations (in-kind or monetary)
- Fun Fair events
- Grant, Scholarship/Contest/Bursary applications
- Internet-mediated registries (Board approved crowdfunding sites)
- Product sales
- Games of Chance (i.e. 50/50 Draw, Bingo, Lotteries and Raffles)
- Sponsorship opportunities
- Voluntary contributions from stakeholders

School Community refers to students, parents/guardians/caregivers, staff, school/student councils, Trustees, and members of the broader community, partners and others, who support the local school and student achievement.

School Council Funds (generated through school council accounts) are raised or collected from sources other than the Board's operating and capital budgets.

School-Funded Project is work that the school has identified as a priority and has funds to pay for in whole, either through the principal's school budget or through fundraising (including grants), such as a playground or school yard enhancement. School-funded projects do not include routine maintenance, emergency repairs or major capital improvements such as roofing or boilers. A school-funded project should not result in a significant increase in school or TDSB operating or capital costs (e.g. air conditioners).

School Generated Funds are funds that are raised and collected in the school or broader community in the name of the school by school councils or other school or parent/guardian/caregiver administered groups. These funds are administered by the school principal (through non-Board accounts).

Sponsorship is an agreement between the Board and an association or company by which the sponsor provides financial or resource support for which they may receive recognition and/or advertisement.

System Priorities Fund means a central fund established by the Board for the purpose of managing undesignated donations or donations designated for the fund. This fund assists in addressing system needs across all schools and/or helps move resources based on equitable principles.

4. RESPONSIBILITY

Associate Director, Modernization and Strategic Resource Alignment

5. APPLICATION AND SCOPE

This Policy applies to all employees, members of school councils and community members involved in planning, implementing and supervising fundraising activities and managing donations to the Board.

School council fundraising activities are governed by this Policy and must conform to the school council's mandate of improving pupil achievement and enhancing the accountability of the public education system through the active participation of parents/guardians/caregivers, in accordance with Ontario Regulation 612/00.

6. POLICY

6.1. Accountability of Funds

- 6.1.1. The school principal is ultimately responsible for all fundraising activities conducted in the name of the school, including school council activities. The principal will have financial oversight of all school generated funds. Where a separate school council bank account exists, the signing officers of the bank account must include the principal and a member of the school council.
- 6.1.2. Central staff will have financial oversight of all system-wide fundraising activities and donations.

6.2. System Priorities Fund

- 6.2.1. To facilitate improved equity of resources among schools with different socioeconomic status, a System Priorities Fund will be maintained to redirect designated/undesignated donations from external sources and/or voluntarily directed surplus funds generated by school communities.
- 6.2.2. A process for the allocation of System Priorities Funds will be determined by the accompanying Fundraising Procedure (PR508).

6.3. Conflict of Interest

- 6.3.1. Donations and fundraising activities must not result in any person, including students, staff, school/student council members, parents/guardians/caregivers, relatives, trustees or volunteers benefiting materially or financially from a fundraising activity.
- 6.3.2. All employees, school community members, and Trustees must avoid situations which may result in an actual or apparent conflict of interest and comply with all applicable TDSB policies, including the

Employee Conflict of Interest Policy (P057) and the Board Member Code of Conduct (P075).

6.4. Funds Management

- 6.4.1. Fundraising activities must be accountable and transparent, with school/student councils and their local school communities being informed about how fundraising proceeds are used by the school.
- 6.4.2. Funds must be raised for a designated purpose and used for that intended purpose. Resources generated through fundraising activities will be used within a two-year period unless designated for a specific project. The fundraising plan will be documented in the school generated funds plan. Designated projects at the school council level must be approved with a resolution at a formal meeting of the council.
- 6.4.3. All financial activities regarding school generated funds must be tracked and reported to the Board for year-end financial reporting purposes. If the designated purpose is no longer applicable or if there are unused surplus funds remaining from historic fundraising activities, the funds can be redirected to other purposes after consultation with and approval by the school council and school principal.

6.5. Promotional Materials for Fundraising Activities

- 6.5.1. All promotional materials related to fundraising and/or sponsorship activities require approval by the principal prior to distribution to the community and must comply with the Board's Advertising and Distribution of Materials Policy (P006).

6.6. Community Fundraising to Support External Organizations, Charitable Organizations, Foundations and/or Other Causes

- 6.6.1. Community-based fundraising to support external organizations or causes, that are initiated or led by a community/charitable organization, will require approval of the local school principal if the fundraising activity is carried out on school property. The principal and school staff will not be involved in the collection or holding of any funds raised for this purpose. Responsibility for the funds will rest solely with the external community-based group.
- 6.6.2. The Board will not provide tax receipts for these funds; this will be the sole responsibility of the external organizations/charities.
- 6.6.3. No external registered charity or arms-length entities will fundraise in the name of the school, operate as a school council of the school, or conduct fundraising or other activities in a school, or use the school's name, without the principal and the Board's consent and approval.

- 6.6.4. Any charitable organization affiliated with schools will conform to Board and Ministry of Education policies and applicable legislation, including Ontario Regulation 612/00.
- 6.6.5. Central fundraising activities, including Board-initiated campaigns, including international disaster relief efforts will be managed by central staff.

6.7. Participation and Consent

- 6.7.1. Participation in fundraising activities is strictly voluntary. No individual should feel compelled to participate in any fundraising activity supporting internal or external initiatives, nor should they be subject to penalties, or denied any benefits, if they choose not to participate.

6.8. Safety Considerations

- 6.8.1. Safety of students is a primary consideration in all fundraising activities. Parents/Guardians/Caregivers must be informed of all fundraising activities before they are undertaken by students. Written consent may be required. Student fundraising activities require supervision and should be age-appropriate.
 - (a) Door-to-door canvassing by elementary school students is not permitted unless accompanied by an adult.
 - (b) Secondary school students canvassing in the community must work in a group of at least three students and during daylight hours when fundraising in the community.

6.9. Procurement Requirements surrounding Fundraising Activities

- 6.9.1. Schools must use Board approved Fundraising/Fun Fair Vendors to ensure the company is in good standing. Products used for school fundraising will be of good quality and provided by reputable companies as defined by the Board's purchasing guidelines to reflect the school community's standard of propriety and the Board's Mission, Values and Goals Policy (P002). New fundraising vendors are added throughout the school year to a directory on the Board's website, granted they are in full compliance with the Board's policies and procedures.

6.10. Raffles and Lotteries

- 6.10.1. Schools planning to fundraise using a 'game of chance' (i.e. raffles, bingo, break open tickets or draw) must apply for a Lottery License. All such activities are governed by the Gaming Control Act and all of its Regulations.

6.11. Alcohol, Drug and Tobacco Restrictions

- 6.11.1. TDSB fundraising activities must not promote or allow the sale and/or consumption of alcohol, drug or tobacco as per the Restrictions on Alcohol, Drug and Tobacco Use Policy (P095).

6.12. Donations, Grants and Sponsorships

- 6.12.1. Central Agreements are required for Grants, Scholarships/Contests/Bursaries, Sponsorship and Donations. The Fundraising Procedure (PR508) will outline the procedures related to Agreements. Donors and sponsors will be recognized in accordance with the Advertising and Distribution of Materials Policy (P006).

6.13. School Council Funds

- 6.13.1. All school council fundraising activities and expenditures must be conducted in accordance with Board policies, Ministry directives and applicable legislation. School Council activities must also align with the annual School Generated Funds Plan, as approved by the school principal.

6.14. Online Fundraising and Crowdfunding

- 6.14.1. Fundraising may be conducted online, using only the TDSB's approved online donation portal or other centrally approved module. Fundraising may not be conducted using external fundraising websites and applications.

6.15. Eligible and Ineligible Uses of Fundraising Proceeds

- 6.15.1. Funds raised for school purposes are to be used to complement, not replace public funding for education. In accordance with Ministry of Education directions, money raised through fundraising is not to be used to provide resources necessary for the delivery of curriculum or a safe learning environment, i.e. sanitation, emergency repair, textbooks required to deliver curriculum, school administration, employee positions covered under collective agreements.
- 6.15.2. School ground projects are an eligible use of fundraising proceeds, but prior central approval is required before departments and/or schools begin to fundraise for this purpose. Examples of school ground projects include: playscapes, tree planting, artificial turfs, etc.

7. SPECIFIC DIRECTIVES

The Director of Education is authorized to issue operational procedures to implement this Policy.

8. EVALUATION

This Policy will be reviewed as required, but at a minimum every four (4) years after the effective date.

9. APPENDICES

- N/A

10. REFERENCE DOCUMENTS

Legislation

- Ontario Regulation 612/00

Policies

- Advertising and Distribution of Materials (P006)
- Board Member Code of Conduct (P075)
- Employee Conflict of Interest (P057)
- Mission, Values and Goals (P002)
- Restrictions on Alcohol, Drug and Tobacco Use (P095)

Procedures

- Fundraising (PR508)

Other Documents

- Ministry of Education Fundraising Guideline