

Spensley Street Primary School

PRINCIPLES AND GUIDELINES FOR SPONSORSHIP, PROMOTION AND FUNDRAISING

RATIONALE

It is the legal responsibility of Government to provide 'free instruction' and to ensure that the distribution of resources between government schools is just. However, there is a shortfall between State Government funding and the money we need to provide the quality of education to which we are committed. Therefore, we must also obtain funds from sources other than the State Government. Fundraising and the spending of locally raised funds will be undertaken within an ethical framework that is consistent with the broader objectives of the School. This policy has been developed to set out principles and guidelines for both the School and potential sponsors.

BACKGROUND

Most of the sponsorship arrangements entered into by the School as at the date of this policy have been relatively informal and small scale - for example, support from local businesses for fundraising activities.

PRINCIPLES AND GUIDELINES FOR RAISING FUNDS AND OBTAINING SPONSORSHIPS

Opportunities for future sponsorships and promotions should be assessed within the framework provided by this document. However, the overriding principle for the conduct of all fundraising activities is that they raise moneys, and promote cohesion within the, School and liaison with the wider community.

The following principles and guidelines should be seen as an elaboration of how any fundraising activities should be carried out

1. Sponsorship, promotion and fundraising arrangements and activities should be ethical.

- Sponsorship agreements should only be negotiated with organisations whose public image, products or services are consistent with the ethos and values of education at the School as outlined in its policies and procedures.

2. Sponsorship, promotion and locally raised funds should be used to enhance educational programs and not displace other funding arrangements on which schools and school systems depend.

- School Council will keep the Government and community informed about the 'Use of sponsorship and fundraising and highlight any deficiencies in public funding.
- Sponsorship arrangements must not promote competition for resources between schools or students.

3. Sponsorship, promotional and fundraising activities should be compatible with good educational practice. Time and resources allocated to these activities should be consistent with School priorities and the overall educational program.

- Sponsorship arrangements must not require a change to the School's policy or programs.
- Student consumerism through individual reward systems should be discouraged.
- The School should include curriculum material that helps children to deal with advertising.

4. In recognition of the importance of the local economy and community ties, attempts will, where possible, be made to establish any new sponsorship and promotional links locally.

- It is recognised that local businesses have many requests for support from local schools and charities but limited resources.
- A list of sponsors (and potential sponsors) will be established and maintained in order to ensure a co-ordinated approach to local businesses and other potential sponsors.

5. The school community is itself a finite resource: the planning of fundraising activities should be sensitive to the limited resources of parents and should include activities that maximise resources from the broader community.

- Activities which pressure children into spending money are to be avoided.
- In planning internally focussed activities, fundraisers should be mindful of the total amount of money that the School will be requesting of parents throughout the year.
- Activities directed primarily within the School community should be priced so that they are affordable for most parents.
- Fundraising efforts will concentrate on one major event per term.
- It is desirable that activities draw people and resources from the wider community.

6. Fundraising activities should be planned in consultation with the Principal, School Council and Parents' Club and co-ordinated with other School and community activities.

- The Fundraising Committee will liaise with the Finance Committee in order to establish realistic financial goals, and review the achievement of these goals.
- The Fundraising Committee will consult with other Committees and Working Groups, the Principal and Parents Club, in order to integrate the dates of its major events into the School calendar.
- Any group carrying out fundraising activities will seek approval from the Principal or School Council.

7. The fundraising activities of Junior School Council and Parent Club should be consistent with this document.

PRINCIPLES AND GUIDELINES FOR SPENDING FUNDS

- Revenue raised by sponsorship, promotions or fundraising activities will contribute to the educational program or facilities of the School.
- Unless specifically requested by the Principal or School Council, revenue raised by sponsorship, promotions or fundraising activities will be spent on the School's priorities as determined by its normal budget processes.
- Unless a specific purpose "drive" is held (for example, the "Collingwoodstock" dance for the Glen Forbes ablutions block), locally-raised funds will normally be allocated for expenditure to the next budget year.
- Junior School council raises monies in order to make donations to perceived good causes eg. the Smith Family, and to purchase equipment approved by the principal
- Junior School Council monies are spent in the same budget year.
- Parents' Club is affiliated with and pays a subscription to the State School Parent Club body.

SPONSORSHIP AND PROMOTION AGREEMENTS

1. All sponsorship agreements must specify roles and responsibilities of individual parties and the nature and level of acknowledgement to be given to the sponsor.

- The Principal or School Council must approve any sponsorship agreements.
- School letterheads, the School name the School logo and the School event names must not in any way incorporate the name/logo of the sponsor.
- Where acknowledgement of the sponsor occurs on promotional material, the sponsor's name and/or logo should not in anyway overshadow the School's name and/or logo.

2. Sponsorship arrangements or promotional activities should be negotiated with the interests of students, parents and the School community paramount, not those of the sponsor.

- Participation in sponsorships and promotions should not generate pressure on children, parents or schools to purchase particular products or services, or to adopt particular beliefs, attitudes or courses of action.
- Sponsorship and promotions should not involve endorsement of products or services by schools or school systems or be portrayed by the sponsor as endorsement.
- Students must not be used for promotional purposes.
- Acceptance of a sponsor's product or service should not be a condition of an individual student's participation in sponsored activities.
- Any educational material provided as part of a sponsorship or promotion should be clearly identified as being that of the sponsor, and be acceptable according to the guidelines of this document.

Acknowledgement of Sponsorship

The School will publicly acknowledge organisations or individuals that make gifts to the School. Appropriate acknowledgement may appear in:

- the Bulletin; and/or
- School Council minutes;
- where appropriate, in programs or advertising material (for example, flyers for the fete); and
- where appropriate, in newspapers.

In the event of a substantial donation, School Council may approve some public identification of the donor on School equipment.

REVIEW OF POLICY

This policy is to be reviewed annually by the Fundraising Committee and the Finance Committee who will make any recommendations for change to the Educational Policy Committee. The Education Policy Committee will also independently review this policy on a triennial basis.'

Date approved by School Council: June 2000

Dates for review:

Finance Committee - 2001

Fundraising Committee - 2001

Education Policy Committee - 2002

References

Teaching and Learning Policy

School Vision Statement and Codes of Practice

School Charter