

NEW DRAFT - Advertising, Donations and Sponsorships Policy- K-240

Introduction

The Northborough-Southborough Regional School District recognizes and appreciates the benefits to the school of donations of time, talent, and money in support of the educational goals of the Algonquin Regional School District and that advertising, donations, and sponsorships represent a means of generating funds and sources of revenues for our District.

The Committee believes that public education is a common good that should be adequately supported by federal, state, and local governments. School-aged children in Northborough and Southborough are entitled to a free and appropriate education under applicable law. In general, private donations should not be used to pay for core curriculum or other programs that fall within the obligations of the District. The School Committee may accept donations to assist the District in furtherance of its educational goals and in accordance with applicable laws. Donations subject to this policy include all monetary gifts, donations, grants, or bequests, and all donations of equipment, materials, or other donations in kind. This policy also applies to privately funded projects, which must be separately accepted by the School Committee.

Any activities governed by this policy are subject to the provisions of Federal, State and local law with respect to access, procurement, and all other identified legal requirements. All advertising, donations, and sponsorships shall be consistent with the District's mission and aligned with shared community values.

There shall be no advertising of products, companies, causes and/or organizations, which by virtue of the advertisement, endorse drugs, tobacco, alcohol, or weapons; contain vulgar and plainly offensive, obscene, or sexually explicit language and/or depictions; advocate the violation of the law or any District Policy; advance any religious or political organization; or promote, favor, or oppose a candidate for elected office or a ballot measure. Advertisements shall not be disruptive or jeopardize the safety of students, staff and/or the public by their content or physical properties.

Definitions:

Advertising and/or distribution of advertising materials are not allowed on school property without the prior approval of the Superintendent or his/her designee.

Donations are money or resources given to a school or district with no intended consideration.

Sponsorships seek to establish a long-term relationship with the School District by supporting a specific activity or event and for which the sponsor will be recognized during the length of that activity or event unless determined otherwise. Such recognition may include verbal or written notification or use of the sponsor's name in connection with a particular program or event or physical plant.

Fundraising events

A fundraising event (also called a fundraiser) is an event or campaign whose primary purpose is to raise money for a cause, charity or non-profit organization. Fundraisers often benefit charitable, non-profit, religious, or non-governmental organizations, though there are also fundraisers that benefit for-profit companies and individuals.

Advertising

Advertising is permitted on school property subject to the following conditions:

1. At no time shall school property be damaged by advertisements or by the direct consequences of such advertisements nor shall the School District incur any costs in connection with any such advertisement.
2. Advertisements may be displayed for specific events or over the course of a longer period of time but in no case beyond the duration of the current academic year, without prior approval.
3. All advertising rates are subject to review by the Office of the Superintendent. These rates may be, without limitation, dependent upon the size, number of companies/products being advertised and/or duration of the advertisement(s). If the advertising duration is longer than three (3) years it will be brought forward to the School Committee for approval.
4. Nothing in the policy shall be construed to prohibit the recognition of school educational programs related contributions, such as instructional materials or student awards by business/corporations, nor to prohibit the use of such contributions bearing the identification of businesses which are sponsoring the contribution.
5. The District extends an opportunity to community-based, non-profit organizations within the communities of Northborough and Southborough to include the placement of literature in school offices and electronic backpacks with prior approval of the Superintendent or his/her designee.
6. This policy will not prohibit advertising in student publications that are published by student organizations subject to administrative controls or the use of commercially sponsored free teaching aides if the content is approved by the principal or Superintendent or his/her designee.

Donations and Sponsorships

Any community/support organization intending to obtain sponsorship contracts must have the prior approval of the Superintendent or his/her designee before proceeding.

Schools may work with local sponsors or donors directly or with the assistance of support organizations established for the purpose of raising funds to support the school's programs. Supporting organizations are defined as school groups such as parent-teacher organizations.

Ownership of Donations

Any donations to the District, whether in cash or in kind, that are accepted by the School Committee in accordance with this Policy, shall automatically become the property of the District.

All proposals to the School Committee for donations will require relevant departmental and administrative approval prior to being presented. Donations may not be spent or used in the school unless and until they have been accepted on behalf of the District by a vote of the School Committee, subject to the exceptions stated below.

Donations that are accepted by the School Committee will ordinarily be accepted without condition or restriction unless the School Committee approves a proposed condition or restriction as being in the interest of the District. All donations accepted by the School Committee will become the property of the District to be used as the School Committee deems appropriate and are subject to the same controls and laws that govern the use and disposal of other school-owned property. Monetary donations will be placed in a separate account as required and in compliance with applicable laws.

Donations of capital will require analysis as to whether compliance with applicable public bidding and/or purchasing laws in accordance with MGL 30B as required. The District will comply with all such laws where applicable, including the conduct of any required processes to request proposals in advance of final approval.

Approved support organizations, such as the Boosters, NEF, SEF, APTO, and recognized 501(c)3 registered charitable "Friends of" organizations may make donations of capital equipment to the District. However, all organizations agree that capital equipment valued over \$5,000 will only be purchased with the prior notification and approval of the Superintendent, with the recommendation and approval of, as appropriate, the Principal, the Athletics Director, Director of Buildings and Grounds or Director of Finance and Operations, and/or other relevant faculty and staff, with notification to the Committee of any such action.

The preferred method for the acquisition of such capital equipment is for organizations to donate the funds to the district for the purchase of such items. The District will then follow the appropriate purchasing laws, regulations and procedures in procuring the equipment. If approved and if the equipment is acquired by the organization and donated directly, such equipment shall become the property of the District. The District will not accept any donations merely to avoid applicable public bidding, purchasing and/or construction requirements laws.

Exceptions to Requirement of School Committee Approval

Donations may not be spent or used in the District unless they have been accepted by a vote of the School Committee, except in the following circumstances when District personnel is authorized to accept donations on behalf of the School Committee:

The Superintendent is authorized to accept grants on behalf of the Committee from the Federal, State, county, or local governmental agencies, private foundations, corporations, or private organizations when the District or a staff member has applied for the grant with the approval of the Superintendent.

Duly authorized school administrators are authorized to accept on behalf of the school gifts from individuals or organizations in the form of supplies, materials, and equipment for the school (or money for the purchase of such supplies, materials and equipment), not to exceed a value of \$500 per donor in a single school year. However, such school administrators may not accept a donation of any amount that would be spent to alter the physical plant or other school property without the approval of the School Committee. Each administrator shall provide the Superintendent with a full reporting of all such donations.

In-kind contributions may be accepted by the District only upon the advance approval of the School Committee. In determining whether to grant such approval, the School Committee will consider such factors as it deems relevant, including any safety considerations and any costs of installing or maintaining the property and its usefulness to the educational program. The School Committee may condition its acceptance of a contribution in kind on the agreement of the donor to bear the costs of installing or maintaining the property to be offered in kind or may condition its acceptance upon any other condition that the School Committee determines to impose.

The Superintendent will report to the School Committee annually with a comprehensive report of all donations and grants that exceed \$500 in value, other than donations of time and personal services, accepted by District personnel on behalf of the School Committee.

Fundraising and Solicitation

It is the preferred policy of the District that all operating costs associated with activities, academic programs, and athletic programs be funded within the regular operating budget. It is understood, however, that circumstances may arise where it is not possible for all expenses to be supported and covered by the budget. If the Superintendent and the School Committee wish to approve alternative sources of funding, the following guidelines are applicable:

1. All fundraising activities should have a specific purpose; all proceeds should be used solely for educationally sound programs at ARHS. Gate receipts collected by attendance at any program or event are used to offset the costs in general.
2. Any fundraising activity should be first-and-foremost an opportunity for team-building and achievement of a common goal. Discrimination based upon a level of success or contribution to any ARHS organization from fundraising is strictly prohibited and in accordance with School Committee [Policy A-140 Non-Discrimination](#).
3. Fundraising is by nature a public activity. The School Committee recognizes that fundraising should have an articulated goal and/or basis. While it is understood that solicitation may be part-and-parcel of some fundraising efforts, door-to-door solicitation is strongly discouraged.
4. Should a student or student's family have concerns with regard to any fundraising efforts, it remains the responsibility of the advising ARHS staff/faculty member to meet with the concerned party(ies) and suggest acceptable alternative opportunities to support the fundraising effort.
5. Fundraising activities may be held to defray the costs of field trips and must be supervised by the class or activity sponsor. Fundraising efforts for overnight field trips must be approved by the School Committee in line in accordance with School Committee [Policy J-300 Student Travel](#).

6. Coaches' stipends, advisors' stipends, transportation to and from games and practices, officials' fees, dues, and uniforms are to be funded by the District's operating budget and not through private fundraising.

The District should provide students, parents, and staff some measure of protection from exploitation by commercial and charitable fund-raising organizations;

Some commercial and fund-raising activities may disrupt school routine and cause loss of instructional time.

Conditions for Acceptance of Donations or Fundraising Proceeds

The School Committee reserves the right to reject any donation or proceeds from fundraising if it finds that the donation would not serve the interests of the District.

Reference: MGL 30B; Regional School Committee Policy A-140 Nondiscrimination and Policy J-300 Student Travel; Northborough Southborough Regional School District Manual of Financial Procedures;

Adopted:	
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