



PROCEDURE

BU-003

CAPITAL RELATED FUNDRAISING

Superintendent Responsible: Superintendent of Business & Treasurer	Initial Effective Date: 2008/04/28
Last Updated: 2023/04/24	Next Review Date: 2027/02/23

Purpose:

To identify the steps required to coordinate fundraising for a capital project.

Guiding Principles:

1.0 Ethical Guidelines

- 1.1 The Grand Erie District School Board (Grand Erie) aligns with the ethical guidelines from the *Conference Board of Canada*.
- 1.2 Entities that provide competing education services such as tutoring services, K-12 private schools or private colleges, and credit offering entities that are not government-funded, are not eligible partners.

2.0 Fundraising Activities

- 2.1 There may be times when fundraising is proposed to support capital items. These might include *capital items* such as computers, furniture, facility signage or creative playgrounds. There might also be occasions when there will be fundraising for a capital project such as a school auditorium, theatre, gymnasium or sports complex.
- 2.2 For both capital-items and capital projects, the proposal for such fundraising may come from a parent group, community organization or at the request of Grand Erie. Such fundraising must meet the Guidelines and Principles of this procedure and for all capital project fundraising, a Viability Review (see Section 3.2.1.4) is a required part of the process.
- 2.3 The Viability Review is not required for capital items, as described above.
- 2.4 The process, outlined below, is intended to provide guidance to schools in the area of acquiring resources from non-Grand Erie sources. These may be financial, human, or material in nature.
- 2.5 Arrangements are supported which:
 - reflect a philosophy of support and assistance to schools and students
 - are consistent with Grand Erie values
 - include consultation with the local school community
 - are legal, ethical, and benefit school communities (example: no tobacco, vaping, cannabis, or alcohol products)
 - are subject to the discretion of the Administrator(s) and employees in the use of donated materials, resources, and services
 - do not require students to listen to or read commercial advertisements (i.e., avoids commercialization)
 - are subject to normal audit process and system accountability

- involve specified time frames and include a regular review of arrangements/agreements
- involve cooperative (consortium) efforts to achieve maximum commercial advantage (e.g., multi-school and/or multi-board) wherever possible
- allow for recognition by Grand Erie and/or the school, including display of corporate symbols where acceptable and appropriate
- involve widespread sharing of best practice, expertise and creative ideas to achieve maximum benefits to the system
- do not require direct endorsement of products or services

3.0 **Capital Item Fundraising:**

3.1.1 Capital item fundraising would include items such as computers, furniture, playgrounds or facility signage. In such cases, fundraising is performed by a School Council in consultation with the Administrator(s). In addition to the fundraising guidelines and principles in Fundraising Policy (SO-O1), the Administrator(s) needs to ensure that system standards and requirements are met. These include:

- 3.1.1.1 Computers and Computer Equipment - the fundraising/donation must provide equipment that meets the current Grand Erie technical standard for information technology. The equipment must be approved by the Manager of the Information Technology Services (ITS) **prior** to initiating a fundraising plan or accepting donations of equipment.
- 3.1.1.2 Creative Playgrounds - all playground equipment donations must meet the criteria defined in Playground Equipment Procedure (FA-105).
- 3.1.1.3 School Signage - Grand Erie's visual Identity standards as set out in Visual Identity Policy (SO-25) must be adhered to for displaying signs, illuminated signage, etc., and must be pre-approved by both the Manager of Communications and Community Relations to ensure adherence and the Manager of Facility Services to ensure construction requirements, signage standards and municipal bylaw requirements are met.

4.0 **Capital Project Fundraising**

4.1 Capital Project fundraising would generally involve construction of an item such as an auditorium, theatre or sports complex. If a group - such as a School Council wishes to fundraise for a capital project, on its own or at the request of the Grand Erie, there are additional considerations. In these cases:

- 4.1.1 If a School Council or other group/organization has an interest in capital project fundraising, they should begin with the previously identified capital needs which align with Grand Erie's Multi-Year Plan. This is the preferred starting point. This should begin with a discussion with Administrator(s) and Family of School Superintendent to determine the course of action for capital project fundraising.
- 4.1.2 Any group or individual with a capital project proposal needs to bring the proposal for consultation to the Family of School Superintendent, Administrator(s), and School Council. Depending on the proposal, there may need to be further consultation with School Council.
- 4.1.3 If supported, the capital project proposal would be referred by the Family of School Superintendent for a review, in terms of viability, by Planning and Facility Services in consultation with other service areas such as Business Services and School Program
- 4.1.4 A Viability Review will be conducted by the appropriate Family of School Superintendent, the Superintendent of Business and Treasurer and other Senior Administration as determined by the scope of the project and related donation. The Viability Review will include examination of

the Capital Plan to identify if the proposed construction is already planned and funded, whether fundraising for the project would free-up funds to use for other capital projects, and any implications on capital funding from the Ministry of Education. The review would also measure the value of the fundraising compared to the employees' time required to implement the project. A timeline for review would be established at the beginning of the process.

- 4.1.5 For all capital projects, the Viability Review will include careful examination of the long-term impact of the project such as utility costs, costs of maintenance, enrolment projections, and the condition of the existing structure.
- 4.1.6 The Viability Review will either recommend or not recommend that the project progress. If the recommendation is for the project to progress, the Family of School Superintendent will bring a report to Senior Administration that provides an overview of the project and addresses issues such as school-to-school equity.
- 4.1.7 There may be times when such a project will also be taken to the Ministry of Education for review/approval.
- 4.1.8 There may be specific proposals which will require consultation with the broader community - such as installation of outdoor lighting.
- 4.1.9 Should a project be approved, it must comply with existing Grand Erie policies and procedures as well as Ministry of Education Regulations and directives including procurement regulations for tendering and purchase, conflict of interest, fundraising and financial management, construction standards and health and safety requirements.

5.0 Approval and Agreement

- 5.1 Prior approval by the Administrator(s) is required for fundraising activities within the school community, and by the Family of School Superintendent for activities beyond the school community.

6.0 Definitions

To assist with clarity of communications the following definitions are used:

Advertisements: the provision of advertising space on behalf of a commercial concern in exchange for revenue or goods in kind (e.g., yearbook ads). This should not be confused with the display of corporate logos as sponsorship recognition.

Capital projects: Capital Projects are larger in scale and usually involve construction – such as an auditorium, theatre, or sports complex.

Capital items: Capital items are those which are smaller in scale and include computers, creative playgrounds, facility signs, furniture, etc.

Donation: a gift of funds, equipment, materials, or services which may involve the provision of a charitable donation receipt as appropriate.

Fundraising: the acquisition of resources from other than Grand Erie sources. These include proceeds from sales of various items (e.g., food, materials), donations (e.g., money, equipment) or advertisements (e.g., yearbook).

Partnership: the collaborative effort of schools, community, and businesses to prepare students to function productively in society as workers, consumers, citizens, and lifelong learners through the exchange of human, intellectual and/or material resources to the mutual benefit of all involved.

School-generated funds: all revenues and assets acquired by schools from other than school budgets. These are still subject to audit and there is full accountability for disposition.

Sponsorship: the provision of funds, price reductions, equipment, materials or services in exchange for some form of exclusivity and/or product recognition for a specified period to time. This might include cross promotions. (e.g., chocolate bar sales).

Viability review: Viability Review is a defined process for determining approval of Capital Projects as outlined in Section 3.2.1.4.

Reference(s):

- Capital Related Fundraising Policy (BU-03)
- Advertising and Material Distribution in Schools Policy (SO-04)
- Community Partnerships Policy (SO-08)
- Community Partnerships Procedure (SO-008)
- Fundraising Policy (SO-01)
- Fundraising Procedure (SO-001)
- Major Construction Projects Policy (FA-01)
- Major Construction Projects Procedure (FA-001)
- Multi-Year Strategic Plan
- Playground Equipment Procedure (FA-105)
- Visual Identity Policy (SO-25)