

### **District Fundraising, Advertising and Commercial Activities**

It is the School Board's Policy to ensure that school sites remain focused on education, rather than as promoters of commercial activity. However, permitting some advertising or other commercial activity may offer an opportunity for the district to gain revenue. The Board recognizes that it needs a balance of state, federal, local, and nongovernmental funds to achieve its goals. The Board further recognizes that dwindling state and federal funds present challenges for the district. Increasingly, the district is seeking local and nongovernmental funding sources in order to preserve, establish and enhance important district programs and educational opportunities. The district's ability to offer diverse, quality educational programs and experiences for our students depends in part on our ability to secure reliable alternative sources of funding.

#### **Fundraising Activities:**

To preserve and to establish district programs and educational opportunities the board authorizes fundraising activities where such programs:

- Promote K-12 education;
- Provide educational experiences for students;
- Address local funding obligations that support the educational mission of the district; and/or
- Promote the effective, efficient, or safe management and operation of the district.

District fundraising activities may include:

- Soliciting gifts and donations that are reasonably related to the pursuit of the district's objectives;
- Entering into inter local agreements with other governments which generate additional funds for school district activities; and/or
- Operating various revenue generating enterprises consisting of the sale of goods or services that are produced by, or that are linked to, the district's educational program.

Fundraising programs, including enterprise activities, will be in the best interests of the district and will not interfere with the operation of the district's programs and functions. District fundraising programs will not conflict with any applicable law and or state or federal constitutional provisions, including the separation of church and state.

This policy governs the establishment and administration of district fundraising for the general fund and for particular programs in the district. It does not address fundraising programs conducted by Parent Teacher Organizations, other non-profit or citizens' organizations, or the Associated Student Body. Fundraising by the Associated Student Body is addressed by RCW 28A. 325.030 and Board Policy 3510.

#### **Advertising Activities:**

To preserve and to establish district programs and educational opportunities, the Board authorizes advertising activities consistent with the following values:

- Advertising or corporate sponsorships shall not distract from learning as preservation of instructional time is of paramount importance.
- Advertising on district property will only be permitted on high school fields, stadiums and scoreboards.
- Revenues from district property advertising will first and foremost enable equitable funding of the Associated Student Body (ASB) accounts.

- Advertising is also allowed on the school calendar and revenues received will support the publication of such.
- Advertisements must be compliant with current district policies and practices.
- Advertising opportunities must be provided on a fair basis.

Advertising or corporate sponsorship that promotes the following is prohibited:

- Promotes the use of illicit drugs, alcohol, tobacco, or firearms.
- Promotes hostility, disorder, or violence.
- Attacks or demeans any group protected under the district's anti-discrimination policies: sex (gender); race; creed; color; religion; ancestry; national origin; age; economic status; sexual orientation including gender expression or identity; pregnancy; marital status; physical appearance; the presence of any sensory, mental or physical disability; honorably discharged veteran or military status; or the use of a trained dog guide or service animal by a person with a disability.
- Is defamatory.
- Promotes or discourages religion in a manner contrary to law.
- Promotes or opposes any political candidate or ballot proposition.
- Promotes food or beverage inconsistent with our competitive foods policy.
- Inhibits the functioning of any school.

When approving advertising proposals, the Superintendent or designee is to only contract for advertisements that maintain the integrity of the learning environment, and are not in conflict with either established Board policies, the mission of West Valley School District or federal or state law. Whenever possible, the Superintendent or designee is encouraged to support local ventures. Further, the type of facility and the nature of the main users of the facility should be considered in placement of advertisements.

## **Sponsorships & Partnerships**

Within the meaning of this Policy, examples of commercial sponsorships/partnerships may include, but are not limited to:

- Corporate supplied teaching aids.
- Banking and savings programs.
- Book covers, maps, rulers, periodic tables.
- Sponsored assemblies.
- Reference materials.

Commercial sponsorship may be permitted under the following conditions:

- Materials, programs or events must further instructional goals of the district or have public value to the school community.
- Commercial advertising aspects of sponsorship must be minimized and balanced against program benefits.
- Scope, magnitude, and longevity of sponsored programs must determine the level of review and authorization.

- In some instances there may be educational and/or community benefit in allowing a vendor to sell product(s) to students. The granting of a right, by a district administrator, to a non-district entity to conduct business constitutes a franchise. Franchises shall strictly follow district policy and procedures on purchasing and contracting. Examples of franchises could include: class ring sales, school letterman jacket sales, book sales by an invited author, and school pictures.

The superintendent will establish procedures for the administration of district fundraising programs to ensure compliance with all applicable laws.

Cross Reference	Policy 3510 Policy 3530	Associated Student Bodies Fundraising Activities Involving Students
-----------------	----------------------------	--

Legal References:	RCW 28A.320.015 RCW 28A.320.030 AGO 2003 No. 1	School Boards of Directors – Powers Notice of adoption of policy Gifts, conveyances, etc., for scholarship and student aid purposes, receipt and administration Attorney General’s Opinion
-------------------	--	--

Adopted: 3/06

Revised: 03.15