511R   FUNDRAISING

The following information will help you coordinate your fundraising efforts and includes guidelines and procedures for District staff when wanting to initiate a fundraiser. There are two sections below based on the type of fundraising you want to do:

- General fundraising (examples below, this is not an all-inclusive list)
  - o Box Tops
  - o Sale of coupon books
  - o Bagging groceries
  - o Percentage of sales at local businesses
  - o Sale of wreaths, wrapping paper, food

- Crowdfunding
  - o The practice of funding a project or idea by raising small amounts of money from a large number of people, typically via the internet. The following is a list of approved crowdfunding sites:

    - Adopt-A-Classroom
    - ClassWish
    - DonorsChoose
    - GoFundMe
    - PledgeCents
    - TeacherLists

Note: Fundraising may not begin until approved by following these steps.

PROCEDURES

General fundraising

1. Building staff must complete the District fundraising Google form indicating that there is an active crowdfunding request. Fundraising includes activities like Box Tops, school pictures, sale of coupon books, bagging groceries, etc.

   Fundraisers completed by an outside organization (not the school itself) such as a PTA, parent group or school foundation are not reported to the Board. If any monies from these fundraisers are donated to a school, they would be reported as a donation using the donation Google form located on the Business Services intranet page.

   - Fundraising Google form located on the Business Services intranet page.

   - Answer all the questions including staff person coordinating the fundraising, building and/or program, amount of request, description of use of funds, estimated gross and net revenues and start and end date of fundraising.

   - If the fundraising effort results in non-monetary items (supplies, equipment, etc.), the items must be sent to the District and become property of the District.

- All monetary donations must be recorded by the District and deposited into a District account. A check should be requested to be mailed to the school in the District's name, not an individual person. The District will ensure appropriate accounting. Items cannot be purchased until the donation is received by the District and approved through the District finance department.

2. Business Services staff will compile all fundraiser information on a monthly basis and report it to the School Board for approval. The School Board currently meets on a monthly basis so plan accordingly.

3. After the School Board meeting, Business Services staff will notify the fundraiser coordinators if their fundraising requests were approved or denied by the School Board.

Crowdfunding

1. Staff members must fill out the Crowdfunding Application Form in its entirety and give to building administration or program director for review and initial approval. All requests must follow the Approval Criteria Guidelines:

    - Requests that involve **athletics** must have Athletic Director approval before moving to final approval.

    - Requests that involve **technology** must have Technology Department approval before moving to final approval. Examples include hardware such as Chromebooks, laptops, and software.

    - Requests that involve **curriculum**, such as workbooks, textbooks, or learning materials must have Curriculum Director approval before moving to final approval.

    - Requests that involve **facility** considerations, such as electrical, plumbing, or construction must have Facilities Manager approval before moving to final approval.

2. Once initial approvals occurs, crowdfunding applications must be forwarded to the Superintendent's Office for review and final approval by District Cabinet.

    - District Cabinet will confirm form data, signatures, and approvals from appropriate directors.

    - District Cabinet will review Approval Criteria Guidelines to determine final approval.

    - Building Administration or Program Directors will be notified of application status.

    3. Following notification of final approval, the staff member can create the crowdfunding page through one of the District approved crowdfunding sites. **The following is a list of approved crowdfunding sites** (staff should be aware that some sites may retain a portion/percentage of the donations):

    - Adopt-A-Classroom
    - ClassWish
    - DonorsChoose
    - GoFundMe
    - PledgeCents
    - TeacherLists

4. Building staff must also complete the District fundraising Google sheet [located on the Business Services intranet](#) indicating that there is an active crowdfunding request.

- Google sheet form should include staff person, building and/or program, amount of request, description of use of funds, crowdfunding site, and start and end date of crowdfunding.

- Staff should consider that if a specific goal is reached and there is no alternate designation for use of funds, any additional funds received would be returned to the donors.

- If the crowdfunding effort results in non-monetary items (supplies, equipment, etc.), the items must be sent to the District and become property of the District.

- No purchases can be made prior to successfully reaching the fundraising goal or the end of the crowdfunding campaign

- The District will not fund the remainder of projects receiving partial funding from donors.

- All monetary donations must be recorded by the District and deposited into a District account. A check should be requested to be mailed to the school in the District's name, not an individual person. The District will ensure appropriate accounting. Items cannot be purchased until the donation is received by the District and approved through the District finance department.

- The Business Office must be notified of any unspent funds and will determine the appropriate way to spend or return the unused funds.

APPROVAL CRITERIA GUIDELINES

- Proposals that support the curriculum must be standards-based.

- The proposal must not conflict with the current and/or planned curriculum and instruction activities set forth by the District.

- Proposals must support district priorities.

- Proposals may not request materials that could be substituted by similar materials that are already supplied by the District or could be supplied by the District.

- Proposals may not start a program that would require the continued use of materials or funding beyond what is obtained through the proposal.

- The proposal cannot result in demands on staff not involved in the proposal.

- The proposal cannot request athletic equipment in conflict with the athletic programs of the District.

- The proposal must not cast a negative light on the District or any of its programs or employees.

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- Campaigns cannot benefit individuals.

- Proposals must follow District policy, including the Wellness Policy.

- Crowdfunding campaigns cannot be contingent on additional District spending or require matching funds from the District or other organization.

- Crowdfunding campaigns may not raise money to be used by outside groups or vendors such as booster clubs, PTA/PTO, scholarships, or foundations.

- Crowdfunding campaigns cannot contain language that suggests or states that an item for which the donations are being sought are required for or integral to a student's special education program, necessary for a student to achieve their IEP goals, or necessary to ensure participation of a student of students with disabilities in school or any program offered by the District.

NOTE: The District will take into account the volume of requests as well as the above criteria and reserve the right to limit the number of requests approved.

OTHER CONSIDERATIONS

- Under the Family Educational Rights and Privacy Act (FERPA), the publication of student images (or names) is not authorized except as to specified permitted categories of "directory information," and even then for specific purposes. Even if directory information is used properly, parents have a right to opt their children out. ONLY PHOTOS OF UNIDENTIFIABLE CHILDREN (ex., the backs of heads) may be used on your crowdfunding application page.

- Administrators will verify that statements regarding special education programs are consistent with Free Appropriate Public Education (FAPE), Individuals with Disabilities Act (IDEA), and Health Insurance Portability and Accountability Act (HIPPA).

- All items/materials obtained through District approved crowdfunding are the property of the District. While preference is given for the items/materials to be used and maintained by the employee who originally obtained them through crowdfunding, the District reserves the right to transfer such items/materials to another classroom and/or teacher, where necessary.

Questions on Criteria or Eligibility should be sent to the District Finance Manager.

Questions on forms and submissions should be sent to Business Services.

Approved: 01-20-2020