

<i>Policy</i>	<i>Title</i> STUDENT AND STAFF FUNDRAISING	<i>Code</i> JJE
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HOLLISTON

I. PURPOSE

The purpose of this policy is to address fundraising efforts and the care and safety of the Holliston students and staff involved in those efforts. The Holliston School Committee (HSC) recognizes and appreciates the value and importance of the many fundraising activities undertaken by various groups for the benefit of the programs of the Holliston Public Schools (HPS). Any fundraising activities shall be for educational (e.g. field trips, supplies, books, equipment, etc.) or charitable purposes only.

II. GENERAL STATEMENT OF POLICY

- A. The School Committee recognizes the need for fundraising and aims to support groups in their fundraising efforts.
- B. The School Committee also recognizes a need for coordination to prevent fundraising activities from becoming too numerous and overly demanding on employees, students, community, and the general public. Coordination is also important to encourage equity across different fundraising efforts and their recipients.
- C. The School Committee has the responsibility to monitor, supervise and control all fundraising activities associated with official school programs, activities, and the use of the school names and logos in fundraising activities per Massachusetts General Laws Chapter 71, Section 47.
- D. All fundraising activities must be conducted per established fundraising procedures.
- E. Fundraising activities that involve students should promote positive educational values such as student responsibility, student leadership, and student service to others. Fundraising activities should also ensure that student and staff safety is maintained.
- F. Elementary or middle school students may engage in door-to-door sales only to friends and family.
- G. Fundraising activities should not interfere with the educational priorities of the HPS.
- H. Participation in fundraising activities is strictly voluntary. No student, staff, parent/guardian, or community member shall be forced, coerced, or otherwise unduly pressured, to participate in fundraising activities. Likewise, no reprimand, condemnation, nor criticism shall be made of any student who does not participate or succeed in fundraising. No elementary student will be excluded from an event or program because of non-participation by the student or their parents/guardians.
- I. Parent/guardian must be notified prior to student participation in fundraising activities outside of the school setting. School transportation guidelines must be followed where appropriate.
- J. The School District expects all students who participate in approved fundraising activities to represent the school, the student organization and the community in a responsible manner. All rules pertaining to student conduct and student discipline extend to student fundraising activities.
- K. Fundraising activities during the school day will be limited and must not conflict with federal and state laws and regulations relating to food service programs.
- L. All fund-raising activities must comply with federal and state law.
- M. In no case shall students engage in the direct monetary selling of raffle tickets, lottery tickets, games of chance or other forms of gambling as defined by Massachusetts General Laws Chapter 271, Section 7A.

- N. All funds raised and placed under the care of the HPS will be administered per Massachusetts General Laws Chapter 71, Section 47 and established financial management practices.
- O. Student organization fundraising conducted either on or off the premises of the HPS will be subject to established administrative procedures.
- P. Charitable fundraising activities, especially those that are part of a community service event or program (e.g. Holliston Pantry Shelf) are encouraged, provided such proposals are submitted to and approved by the Superintendent of Schools or his/her designee.
- Q. All other funds raised for the benefit of HPS will be received through the Gift Policy KCD.

III. ON-LINE FUNDRAISING – “CROWDFUNDING”

Fundraiser’s sponsor (e.g. teacher, coach, club advisor, etc.) of any online fundraising (e.g. GoFundme, Kickstarter, Indiegogo, You Caring, etc.) must verify under the crowdfunding service’s terms and conditions that they meet all requirements for such fundraising. Crowdfunding services must send items or proceeds solicited directly to HPS. If an online fundraising campaign is not fully funded within the time period required or cannot be concluded, every attempt will be made to return donations to the donors. Donations that cannot be returned will be used as account credits with the crowdfunding service for future donations. As required by the Massachusetts Conflict of Interest laws, employees using crowdfunding services shall periodically disclose in writing to the Superintendent the names of all individuals whom the employee has directly solicited in any manner including but not limited to oral, written, or electronic solicitation. The Superintendent shall maintain these disclosures as public records available for public view. Unless otherwise approved by the Superintendent in writing, all goods and/or proceeds received through online fundraising shall become property of HPS and not the employee(s) who initiated the crowdfunding request.

IV. DEFINITIONS

- A. Fundraising is the selling of a product; providing a service or activity for money or other consideration; or requesting of donations. School fundraising directly funds school programs and benefits students.
- B. Student organizations are groups that are sponsored by the HPS and recognized by the School Committee. Student organizations are directed or supervised by HPS staff. Examples include but are not limited to: athletics, speech, drama, music performances, intramural athletics, banquets, individual class clubs, language club, music clubs, National Honor Society, student concessions, student council, and yearbook.
- C. Crowdfunding services are defined as any online service used for the solicitation of goods, services, or money from a large number of people via the internet or other electronic network.
- C. Outside organizations are groups that exist to support the activities of the HPS and the activities and students within but that operate outside the direct control and supervision of the HPS (e.g. Holliston PTO, HABA and HMAPA).
- D. A charitable cause is a group that operate for the exclusive benefit of the public and as defined by State and Federal tax laws (i.e. American Heart Association).

V. GUIDELINES FOR MANAGEMENT OF FUNDRAISING ACTIVITIES

The administration will maintain a set of fundraising procedures and consider fundraising proposals and approve or disapprove fundraising activities per established procedures. Procedures must include the following:

- An outline of the complete process for requesting and obtaining Principal (or designee) approval of the fundraising activity (including crowdsourcing) prior to its commencement;
- A copy of the draft written notification to parents/guardians written by the fundraiser's sponsor (e.g. teacher, coach, club advisor, etc.) that: clearly describes the exact purpose of the fundraiser; includes a reminder that participation in the fundraiser is optional; and outlines the process a parent/guardian should follow to inform the sponsor that their child will not be participating (opt-out); and
- In the event the fundraising is for technology, software or devices, the fundraiser's sponsor shall secure the prior written approval of the Director of Technology and Digital Learning prior to seeking the above approval by the Principal (or designee).

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Legal References:	M.G.L. Chapter 44, Section 53A ; M.G.L. Chapter 71, Section 37A ; M.G.L. Chapter 71, Section 47; M.G.L. Chapter 271, Section 7A ; Ethics Advisory Opinion EC-COI-12-1 .
Policy Cross Reference:	Public Gifts to the School – Policy KCD
Procedure Reference:	

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