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School Site

Simi Valley Unified School District
Crowdfunding Application

All Crowdfunding Events must be approved by your Principal and follow all district procedures and guidelines. Please complete this form to request approval.

Coach / Advisor Name: _____

Program: _____

Crowdfunding Detail:

Campaign Name: _____ Monetary Goal: _____

Event Start Date: _____/_____/_____ Event End Date: _____/_____/_____ *(45 days or less)*

Purpose and goal of the campaign: _____

_____

_____

Crowdfunding Site: _____

By signing below, I acknowledge I will comply with the Crowdfunding Guidelines, which I have read and understand.

_____ _____
Coach / Advisor *Date*

_____ _____
School Principal *Date*

_____ _____
Director of Educational Services *Date*

_____ _____
Associate Superintendent Business & Facilities *Date*

Online Fundraising (Crowdfunding)

Crowdfunding is when an individual or organization asks for and accepts donations from the general public over the internet to fund a specific cause. In recent years, crowdfunding has gained momentum among the education community.

The following are issues our school district and our educators must consider in order to reduce the risks that come with crowdfunding:

- **Financial Records:** Crowdfunding deals with money and items of value so school districts and their teachers must understand the laws associated with this type of transaction. For example, any money received or collected by a public employee must be deposited and accounted for by the district's treasurer within a specific timeframe. If the money is not recorded within the designated timeframe, the treasurer could be held legally responsible. Our school's crowdfunding policy should require that all campaigns be registered by the school. Moreover, it should be stated that donations belong to the school district. Payments should be made directly to the school, never directly to a teacher.
- **Confidentiality:** Federal laws are in place to ensure that the disclosure of confidential information about a student isn't given without the proper consent. Any school district that fails to adhere to these laws risks losing government funding. To maintain student confidentiality, place a trusted school official in charge of reviewing all crowdfunding campaigns before they go live to confirm they are within federal regulations.
- **FERPA Requirements:** When making requests for donations through crowdfunding, teachers/employees must comply with student privacy and other requirements set out in the Family Educational Rights and Privacy Act (FERPA). As a result, student images, names, and descriptions, which would cause students to be identifiable, or allow logical deductions about disabilities or other factors deemed to be within the sphere of student privacy, must not be used on such websites or elsewhere, unless written parental permission is secured in advance.
- **Reputation:** Typically, a school's likeness will be used for crowdfunding campaigns. Protecting our schools' reputations and credibility is vital for success. Consider a policy that requires a school official to review all campaigns to ensure that the district or schools within the district are not portrayed in a negative light. This will help any damages to a school's reputation or credibility.

Simi Valley USD | BP 3290 Business and Non-instructional Operations

Gifts, Grants and Bequests

Online Fundraising

Any person or entity who wishes to conduct an online fundraising campaign, including a crowdfunding campaign, for the benefit of the district, a school, or a classroom shall submit a written request for prior approval to the Superintendent or designee. Approval of requests shall take into consideration compatibility with the district's vision and goals, core beliefs, instructional priorities, and infrastructure; the manner in which donations are collected and distributed; equity of the use of funds; and any other factors deemed relevant or appropriate by the district.

Any person or entity approved to conduct an online fundraising campaign shall comply with relevant district policies and procedures, including ensuring financial transparency in describing the purpose and use of the funds and protecting student privacy as applicable. Such person or entity shall specify that the district, rather than a staff member, classroom, or school, will own the funded resources.

Funds raised by an online fundraising campaign and donated to the district shall be subject to the same terms, criteria for acceptance, and accountability measures as any other donation as specified in this policy.