

## **DISTRICT FUNDRAISING ACTIVITIES**

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The district recognizes that it needs a balance of state, federal, local, and nongovernmental funds to achieve its goals. Increasingly, the district is seeking local and nongovernmental funding sources to preserve, establish and enhance important district programs and educational opportunities. 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 advertising or other commercial activity may offer an opportunity for the district to gain revenue. 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. This policy governs the establishment and administration of district fundraising for the general fund and for programs in the district.

### **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 related to the pursuit of the district's objectives;
- Entering interlocal 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 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 RCW28A.325.030 and Board Policy 3530.

## **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.
- Revenues from district property advertising will first and foremost enable equitable funding of the Associated Student Body (ASB) accounts.
- 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.
  - 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.
  - Attacks or demeans anyone.

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 the Mead 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 – Associated Student Bodies

Policy 3530 – Fundraising Activities Involving Students

**Legal References:**

RCW 28A.3210.15 School Boards of Directors – Powers – Notice of adoption of policy

RCW 28A.320.030 Gifts, conveyances, etc., for scholarship and student aid purposes, receipt and administration

AGO 2003 No 1 Attorney General’s Opinion

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