

I. Policy Statement

The Board of Education recognizes that fundraising activities are used by the school system and individual schools, as well as school-sponsored organizations to support school-related endeavors. The Board approves of fundraising by these groups as long as the proceeds of these activities contribute to the educational experience of students and that the conduct of these activities does not conflict with or disrupt the operation of the instructional program.

II. Purpose

The purpose of this policy is to provide a framework for fundraising activities within the Howard County Public School System (HCPSS).

III. Definitions

Within the context of this policy, the following definitions apply:

- A. Advertising – The display of a message, logo, website, phone number, address, or photograph of an individual, service, or product on school property or in an official school communication in return for a fee.
- B. Charitable Cause – Recognized non-profit organization, or local, regional, national or international charitable concern.
- C. Co-curricular and Extracurricular Activities – Activities that relate directly to or complement the curriculum, or activities supported by the school or its employees in which students participate.
- D. Donations – Equipment, materials, money, or property given to a school or to the school system for use in or in conjunction with educational or extracurricular programs.
- E. Donation Campaign – Organized outreach by an HCPSS program, school, team, group or employee to solicit donations either online, by mail, or in person.
- F. Fiduciary Agent – The person responsible for overseeing school activity funds in accordance with HCPSS policies and procedures.
- G. Fundraising Activity – Any activity or event held by the school system, individual schools, or a school-sponsored organization that sells goods or services in order to

generate money for the school system as well as any activity or event advertised as intended to raise revenue on behalf of a charitable cause.

- H. Local Committee – School-based committee appointed by the school principal for the purpose of reviewing applications for fundraising activities submitted by the school and school-sponsored organizations.
- I. Nominal Value – An item having a retail value of no more than \$20.
- J. School-Based Administrator – Principal, Assistant Principal or Athletic and Activities Manager.
- K. School-Sponsored Organization – Any organization (e.g., athletic teams, student groups) for which the school provides supervision. PTA/PTSA and Booster groups are not considered school-sponsored organizations and are not under the purview of this policy.
- L. Vendor – Any individual or company providing goods or services for a fundraiser in expectation of a share of the earnings.

IV. Standards

- A. The provisions of this policy apply to fundraising activities held by the school system, individual schools, and school-sponsored organizations.
- B. Fundraising activities, as defined, are separate activities from donations with the purpose being to generate money for the school, school-sponsored organization, or charitable cause that may include the exchange of services or goods.
- C. All items purchased using fundraising proceeds become the property of the Howard County Board of Education and must conform to appropriate standards, specifications, and guidelines for use.
- D. Revenue generated by fundraising activities may not be used to reinstate programs, services, or personnel that were cut as a result of budget deliberations. Any exceptions require the approval of the Board of Education.
- E. Approval
 - 1. Any fundraising activity must be approved by the local committee before being scheduled, advertised or conducted, as follows:
 - a. Fundraising activities sponsored by the school system that benefit the system or a charitable cause must be approved by the Superintendent/designee.

- b. Fundraising activities sponsored by a school or school-sponsored organization that benefit an individual school or a charitable cause must be approved by the school-based administrator with the advice of the school's local committee.

2. Fundraising activities will:

- a. Support the co- or extracurricular activities of the school system or individual schools, or benefit a charitable cause;
- b. Promote the general welfare, education, morale and civic-mindedness of students;
- c. Not conflict with or disrupt the education program;
- d. Not make use of incentives at the elementary and middle school levels unless they are of nominal value, do not remove students from school property and are approved by the school principal;
- e. Not allow door-to-door solicitation by students
- f. Not take place in an environment that endangers the health or safety of students;
- g. Be conducted in accordance with applicable federal, state and local laws and regulations;
- h. Not violate state gambling laws;
- i. Comply with all provisions of Policy 10020 Use of School Facilities;
- j. Use only vendors on the Department of Education's *Approved Vendor List*;
- k. Not consist of advertising with the exception of student newspapers, yearbooks, written programs for student performances, banners, school folders, and school book covers.

F. Reporting

1. Financial information on school-based fundraising activities will be maintained through the school activity account and will comply with all requirements in the HCPSS School Activity Funds Manual.
2. Financial information on the fundraising activities of the school system will be reported to the Superintendent/designee.
3. Financial information on all system-wide and applicable school-based fundraising activities will be provided to the Board of Education annually.
4. Information on fundraising activities is available to the public.

V. Responsibilities

- A. Compliance with applicable provisions of this policy is a condition of the continuation of any individual fundraising activity, as well as the approval of subsequent fundraising activities.

- B. The school-based administrator will determine the size and composition of the local committee, which will review fundraising applications and make recommendations regarding approval.
- C. Funds raised will be handled in accordance with Policy 4030 School Activity Funds.
- D. The Superintendent/designee will prepare an annual financial report for Policy 4020 Fundraising by Schools and School-Sponsored Organizations. This report will contain by school and/or department a summary for fundraising.

VI. Delegation of Authority

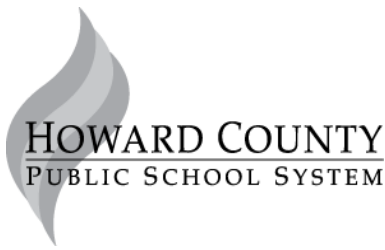
- A. The Superintendent is authorized to develop all necessary and appropriate procedures to implement and monitor compliance with this policy.
- B. Each school principal is the fiduciary agent for his/her school and is therefore responsible for all funds raised under the provisions of this policy by the school or its school-sponsored organizations.

VII. References

- A. Legal
None
- B. Other Board Policies
Policy 4010 Donations
Policy 4030 School Activity Funds
Policy 10010 Distribution and Display of Materials and Announcements
Policy 10020 Use of School Facilities
- C. Relevant Data Sources
- D. Other
HCPSS School Activity Funds Manual

VIII. History

ADOPTED: March 14, 1991
REVIEWED: July 1, 2011
MODIFIED:
REVISED: January 27, 2005
May 14, 2020
EFFECTIVE: July 1, 2020



**POLICY 4020-IP
IMPLEMENTATION PROCEDURES**

**FUNDRAISING BY SCHOOLS AND
SCHOOL-SPONSORED ORGANIZATIONS**

Effective: July 1, 2020

I. Dissemination of Information

- A. The school principal will annually ensure that all HCPSS school-based employees and school-sponsored organizations are aware of the provisions of this policy and any subsequent updates.
- B. Fundraising Event Applications will be made available to all schools and school-sponsored organizations.

II. Fundraising Requests

- A. Any school-based employee, school, or school-sponsored organization wishing to raise funds must first file a completed Fundraising Event Application with the local committee at the appropriate school 30 days prior to the start of the fundraiser.
- B. Information provided on the Fundraising Event Application at the time of the request will include, but is not limited to:
 - 1. Name of the school
 - 2. Name of the organization or HCPSS employee
 - 3. Name and telephone number of a sponsor/contact person
 - 4. Date of the request
 - 5. Title, description, and requested starting and ending dates for the activity
 - 6. Name of the approved vendor to be used (if applicable)
 - 7. Anticipated income
 - 8. Intended use of funds
 - 9. Any use of student likeness or work
 - 10. Extent to which there is a purchase of goods - or remaining goods (plans for any unsold inventory)
 - 11. Facility use
 - 12. Controls of collecting money
 - 13. Sponsor Signature Block.
- C. The local committee will review and recommend to approve or deny each Fundraising Event Application received.
- D. The school-based administrator, based on the review and recommendation of the local committee, will approve or deny the request and will either notify the sponsor/contact person of the decision or request additional information.

- E. Use of school facilities is subject to the provisions of this policy and use will be denied for fundraising activities that have not been approved. All approved fundraisers involving the use of school facilities must be scheduled using the online scheduling system in accordance with school rules and Policy 10020 Use of School Facilities.
- F. The school-based administrator, in conjunction with the local committee, will coordinate the approval and scheduling of fundraising activities to avoid conflicts and competition between groups.
- G. No publicity or advertisements for fundraisers will be disseminated to students or school-based employees through the school's communication channels without an approved Fundraising Event Application.

III. Fundraising Activities

- A. School-based employees, and school-sponsored organizations will plan and supervise all fundraising events that they sponsor. This includes but is not limited to fundraisers that are online.
- B. School and school-sponsored groups will plan for, organize, and manage the dissemination/promotion of fundraiser information as well as the collection of funds generated by fundraising activities to the extent practical, to not conflict or disrupt instructional time, either directly or indirectly.
- C. All funds collected and disbursed by schools and school-sponsored organizations will be administered through the school activity account in accordance with Policy 4030 School Activity Funds.
- D. Information regarding fundraising activities which are not sponsored by the school, a school-related organization or the school system must clearly identify the sponsoring organization and comply with the guidelines outlined in Policy 10010 Distribution and Display of Materials and Announcements, in order for such literature to be distributed in schools.
- E. If a fundraising activity involves the use of student artwork, permission must be obtained prior to its use.
- F. The use of student image(s) is permissible when used as part of a media release or advertising, however, if the image(s) is to be used for monetary benefit, parent permission is required prior to its use.

IV. Reporting

- A. Financial information on schools and school-sponsored organizations' fundraisers will be maintained through the school activity funds and will comply with the provisions of Policy 4030 School Activity Funds.

- B. All fundraisers held by a school or a school-sponsored organization must complete a Fundraiser Completion Report and provide it to the local committee and the principal's secretary/high school bookkeeper.
- C. Schools, programs and departments will report their fundraising activities annually to the Superintendent/designee.
- D. Financial information on all system-wide and applicable school-based fundraising activities will be provided to the Board of Education annually.
- E. Information on fundraising is available to the public.

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