



POLICY 6.2 REVENUE GENERATING ACTIVITIES AND COMMERCIALISM	Adopted: 2005-01-10
	Reviewed: 2008-05-15
	Revised: 2008-06-10

The Board recognizes the benefit of revenue generating initiatives for the purpose of enhancing programs and services to students in School District No. 20 (Kootenay-Columbia). Revenue generating activities are intended to complement and not replace funding of public education by the Government of British Columbia.

The Board believes there is a role of business and community partnerships and sponsorships which operate within guiding principles set out in school district operating procedures.

The Board also recognizes the need for procedural principles which will assist student learning in how to deal with commercial and entrepreneurial ventures.

REGULATION 1.6.1-R REVENUE GENERATING ACTIVITIES AND COMMERCIALISM	Adopted: 2006-02-10
	Reviewed: 2008-05-15
	Revised:

1. Guiding Principles

Revenue generation, business and community partnerships in School District No. 20 shall be directed by the following principles:

- 1.1 Fund raising shall not interfere with delivery of educational programs.
- 1.2 Curriculum development shall not be influenced or directed by private enterprise interests for purposes of commercial exploitation.
- 1.3 Revenue generation shall conform to legal standards and must avoid controversial products or services.
- 1.4 When staff and students engage in revenue generating activities, it shall be on a volunteer basis only.
- 1.5 All fund raising shall be sensitive to unfair competition with private enterprise.
- 1.6 Revenue generation shall align with the mission, vision and values statement of the school district.
- 1.7 Corporate involvement shall be an open public process with all details of the partnership available to the public.
- 1.8 Students' access to district resources shall not be compromised (e.g. renting out gymnasiums when needed for school use).
- 1.9 Revenue generating activities shall be governed by school and district policy and procedures, the principle of equity in distribution of funds, and the confines of employee collective agreements and contractual obligations.

2. Approval

- 2.1 Any large scale school-based or district initiatives such as specialized academies or programs designed with potential for revenue generation require Board approval.
- 2.2 Any advertising using the School District No. 20 name and logo must have approval of the Board.
- 2.3 The Superintendent and Secretary-Treasurer are responsible for all revenue generation opportunities in the school district.

- 2.4 Any pending agreements involving business partnerships, advertising or sponsorship identification, commercial relationship or corporate sponsorship shall be approved only after consultation with the Superintendent and Secretary-Treasurer, both of whom reserve the right to withhold approval.
- 2.5 School principals, in consultation with the Superintendent, are responsible for authorization of:
 - (a) solicitation of products where the intention is to generate school funds
 - (b) display or distribution of advertising materials. Distribution or display of advertising materials is discouraged unless student benefits are apparent (e.g., recreation activities, community programs.)
- 2.6 School district constituents who might be affected by a specific proposal are to be consulted before the proposal is approved.
- 2.7 Corporate partnership agreements shall:
 - provide benefit for students in SD #20
 - not exploit students or schools
 - be for limited time periods

3. Partnerships and Corporate Sponsorship

- 3.1 Partnerships and sponsorship agreements built around specific programs or services shall be in writing with a statement of expectations of both parties.

4. Disbursement of Funds

- 4.1 Unless directed for specific purposes at the outset of fund generation, net income from district revenue generation initiatives will be added to other sources of miscellaneous income and will be allocated in accordance with the Board's annual budget process.
- 4.2 Other than the International Student Program, revenues generated by district-wide initiatives that directly involve the schools will be shared between the district and the schools on a 50-50 per school basis, net of expenses. If an existing school-based revenue generation initiative becomes part of a District-wide initiative, the school is guaranteed to receive at least as much revenue as it was earning on its own, and 50 percent of any net increase in revenue that results from the District initiative.