

# Woodend Primary School

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## Fundraising Activities & Partnerships Policy

### Overview

Engagement with and support from the wider community may provide the chance for enhanced student learning experiences through the provision of funding, materials, services or opportunities. Furthermore, the activities associated with fundraising may in themselves present a unique learning experience for students and opportunities for families to engage as part of the school community.

Woodend Primary also believes there are significant benefits for students being involved in charitable activities. The opportunity to participate in responsible actions on behalf of the community provides scope for collaboration, an appreciation of social justice and equity, and a sense of achievement. Learners develop stronger personal and citizenship skills and dispositions by doing something for others and by putting others' needs ahead of their own.

Woodend Primary School also values its relationships with the community and needs to ensure that it engages with all organisations in a fair and appropriate manner. Therefore, it is essential that Woodend Primary School carefully considers, prioritises and selects the fundraising activities and partnerships that it engages in.

The purpose of this policy is to ensure that fundraising activities and partnerships entered into by Woodend Primary School align with the values of the school, support the wider school community and provide clear benefit to the School's core activities as defined within the Learning Plan. This policy provides clear procedures for approval of fundraising activities and partnerships.

### Scope & Application

This policy applies to the following activities:

- Fundraising, where:
  - Funds raised are used to support Woodend Primary School initiatives (**Woodend Fundraisers**);
  - Funds are raised through students or families of Woodend Primary School and support an external Charity (**Charity Fundraisers**)

and may include: raffles, -athons, selling products or services, fairs/fetes, performances, events (e.g. casual days, discos, quiz nights); or

- **Sponsorships or Donations**, where Woodend Primary receives financial or other benefit from engagement with an external organisation and the sponsor may benefit from brand exposure in the school community.

### Policy Principles

1. Woodend Primary School has set a maximum number of Fundraising Activities and Partnerships for any given year (provided in Table 1). This may be varied by the Principal and/or Governing Council.

2. Fundraising activities will be carefully timed to avoid overlapping with other school based costs eg camps, payment of school fees et al.
3. Funding or in-kind products or services sought through Fundraising Activities and Partnerships must not be able to be sourced from other sources, e.g. school budget, grants, sports fees.
4. All Fundraising Activities and Partnerships must be approved by the Authorised Approver (as provided in Table 1), who will consider the following:
  - a. Adherence to the rules set out in this policy
  - b. Clear purpose for the activity and the potential benefit to the school
  - c. The commitment and capacity of the organizing group to conduct the fundraiser effectively
  - d. Alignment with core school values
  - e. Opportunities for student learning experiences
  - f. Opportunities for school community engagement
  - g. Involvement of local community
  - h. Safety of the proposed activity
  - i. Required resources against potential return
  - j. Student exposure to the brand and values of any external organisations involved
  - k. The School's reputation by the association with other brands
  - l. Financial and any other impacts/obligations on students, parents/carers and school staff
5. There should be no obligation for families to make contributions to Fundraising Activities. While we hope there is support within the school community for all activities in which students engage, there is no expectation that parents should feel pressured to donate goods or money.
6. The involvement of external organisations in Fundraising Activities and Partnerships is recognised as per Recognition provided in Table 1.
7. All Fundraising Activities are recorded in the School Calendar.
8. Any external brands associated with the Fundraising Activity or Partnership should only be present within the school for a designated period as approved by Governing Council, and should not be used for naming on items that will extend beyond that period (e.g. naming of buildings or facilities, sports uniforms or equipment that will be used for greater than one year).
9. Under no circumstances should brands of external organisations appear on the Woodend Primary School uniform without approval by the Governing Council.
10. Woodend Primary School Governing Council may endorse external organisations such as charities, commercial entities or not-for-profit organisations, through involvement in Fundraising Activities or Partnerships. This must be formally approved by Governing Council and minuted.

### Woodend Fundraisers

11. In addition to the criteria above, Woodend Fundraisers must meet the following criteria:
  - a. The Fundraising Activity must benefit the whole school, a major school project, school community, targeted class initiative or school team / group.
  - b. The Fundraising Activity must have a clear purpose for fundraising and a supervising teacher / staff member.

## Charity Fundraisers

12. Only bona fide charitable organisations can be the beneficiary of Charity Fundraisers.
13. Where practicable, the causes that the Charities relate to should provide an opportunity for student learning and align to the Learning Plan.
14. The Student Representative Council may endorse and manage whole of school Charity Fundraisers.

## Sponsorships or Donations

15. Sponsorship agreements generally must not exceed 1 year in duration. For significant sponsorship opportunities, this may be extended, but annual review is required.
16. Brand exposure to students should be considered prior to approval for all sponsorships or donations.
17. Under no circumstances should staff, students or parents negotiate branding rights with external parties without the authority of the Principal.
18. In addition to the criteria used for considering all proposed Fundraising Activities and Partnerships, in the case of Sponsorships the Authorised Approver will consider existing partnerships and potential conflicts.
19. Sponsorships require a written agreement or letter of intent signed by the Principal.

## Procedures

20. All applications to provide Sponsorship or create a Partnership, must be made in writing to the Governing Council.
21. All applications are reviewed and considered by the Governing Council at the next scheduled meeting.
22. Endorsement is required by both Governing Council and the Principal prior to final approval.
23. All successful applications are recorded on the School Calendar.
24. Applicants are notified of the outcome of their application and any further requirements stipulated by the Governing Council.
25. Any required agreements are implemented by the Governing Council Chairperson and the Principal.
26. Recognition is undertaken as per the policy.
27. Any required reviews are undertaken annually by the Governing Council or delegated person/group.
28. Special exemptions under this policy can be sought from Governing Council.

**Table 1**

	<i>Activity</i>	<i>Additional Conditions</i>	<i>Max p.a.</i>	<i>Authorised Approver</i>	<i>Recognition / Benefit to Sponsor / Donor</i>
<b>Woodend Fundraisers</b>					
Whole of School	Undefined		Eight per year	Student Representative Council and endorsed by the Principal	For recognition of donors, please refer to the partnerships section below
	Canteen	Provides a service to students and families. Sales of food and goods only through canteen is not in itself a fundraising activity.		Principal or delegate	
	Parent Network	To build community, and to offer a service to parents/families. All funds should go back to support these goals	One per term	Principal or delegate	For recognition of donors, please refer to the partnerships section below
	Discos		One per term	Principal or delegate	For recognition of donors, please refer to the partnerships section below
Targeted Groups (e.g. class, sporting team, music group)	Undefined	<p>Must only advertise to members of the targeted group, their family and friends.</p> <p>Must consult and seek endorsement from appropriate committee (e.g. Sports Committee).</p> <p>Exceptions may be made at the discretion of the Principal for key activities that require additional support, such as Pedal Prix.</p>	One per term	Principal or delegate	For recognition of donors, please refer to the partnerships section below

	<i>Activity</i>	<i>Additional Conditions</i>	<i>Max p.a.</i>	<i>Authorised Approver</i>	<i>Recognition / Benefit to Sponsor / Donor</i>
	Pedal Prix	As determined through consultation with Principal.	N/A	Principal or delegate	For recognition of donors, please refer to the partnerships section below
Woodend Events	Stalls	Preference to set up a stall (BBQ, cake stand etc.) should be given to the activity undertaking the event (e.g. sports team playing).	N/A	Principal or delegate	-
Offsite Events	Stalls		N/A	Principal or delegate	-
<b>Charity Fundraisers</b>					
Whole of School		As determined through consultation with Principal.	Two per year	Student Representative Council and endorsed by the Principal	Identification of Charity on communications regarding the fundraiser  Major donor recognition is the responsibility of the charity
Targeted Groups (e.g. class, sporting team, music group)		Must only advertise to members of the targeted group, their family and friends.	One (per group)	Principal or delegate	Identification of Charity on communications regarding the fundraiser  Major donor recognition is the responsibility of the charity
<b>Sponsorships or Donations</b>					
Whole of School					
< \$500 value (cash or in-kind)			20	Principal	Thank you note to appear in Newsblog

<i>Activity</i>	<i>Additional Conditions</i>	<i>Max p.a.</i>	<i>Authorised Approver</i>	<i>Recognition / Benefit to Sponsor / Donor</i>
\$500 - \$5,000 value (cash or in-kind)	Must not exceed 12 months in duration.	15	Principal	Thank you note to appear in Newsblog Recognition in the footer of associated flyers, websites
\$5,000 - \$50,000 value (cash or in-kind)	If the partnership exceeds 12 months, it must be reviewed annually by the Governing Council.	10	Governing Council	Thank you note to appear in Newsblog Recognition in the footer of associated flyers, websites Verbal recognition at School assembly Invitation to School thank you event
> \$50,000 value (cash or in-kind)	If the partnership exceeds 12 months, it must be reviewed annually by the Governing Council.	5	Governing Council	Thank you note to appear in Newsblog Recognition in the footer of associated flyers, including logo Appearance on school website for the period of the partnership Recognition at School community event, including the opportunity to be present Invitation to School thank you event Other forms of recognition as determined by the Principal

## Definitions

Charity	A charity is a not for profit entity or fund whose main purpose is to benefit the community through: the relief of poverty or sickness or the needs of the aged; the advancement of education; the advancement of religion; or other purposes beneficial to the community.
Student Representative Council	The Student Representative Council is a student elected group responsible for planning of specific student activities.
Whole of School	Whole of School activities are those in which all students and/or parents are invited to engage in the activity either through participation or donation.

## Policy Approval

Approved by	Woodend Governing Council
Date approved	16 <sup>th</sup> May 2018
Effective from	16 <sup>th</sup> May 2018
Review date	April, 2021