

Board of Education Policy #7450
Fund Raising, Advertising and Promotional Activities
Amended December 5, 2005

FUND RAISING, ADVERTISING AND PROMOTIONAL ACTIVITIES

A. FUND RAISING

Fund raising projects in which students/parents sell merchandise, provide services, or in other ways solicit money for school activities may be sponsored by school organizations/clubs with the express approval of the Board of Education. Such a plan shall have a clearly defined purpose and, in general, shall contribute to the educational experience of students and shall not conflict with instructional programs. Fund raising activities away from school property are discouraged and should be held to a minimum.

Door to door sales projects undertaken by any organization using the Westhill Central School District or one of the School's names shall require previous approval of the Board of Education. Profits shall be used to enhance school programs by providing money for expenditures or activities not normally funded by the District.

All participation in these fund raising activities shall be voluntary.

The Board realizes that there are many different means and circumstances in which fund raising may occur. Most situations involve raising funds for special occasions such as a school club or athletic team trip or the purchase of special materials or equipment. However, no student organization may conduct a lottery, raffle or other games of chance, nor may any student participate in the sale or distribution of a lottery or raffle ticket. Recognized parent organizations *that meet all legal requirements established by the New York State Racing and Wagering Board* may conduct a lottery or raffle but may not sell tickets on school property during the student day *and may not sell tickets to students less than 18 years of age at any time*. Further, all raffle/games of chance tickets shall be limited to \$1 per ticket unless otherwise expressly approved by the Board of Education.

No activity, which involves commercial endorsement or promotion, shall take place on school facilities during the academic day. Moreover, unless initiated by a recognized student or parent organization with prior approval of the building principal, no fund raising activity shall take place on school premises during the academic day.

B. SOLICITATION OF FUNDS/GOODS

Soliciting of funds or goods from students or school personnel by persons or organizations representing public or private organizations shall be prohibited. The Superintendent of Schools shall have the authority to make exceptions to this policy in cases where such solicitation is considered to be in the District's best interest or in the best interest of the community. The Board of Education shall be notified of these instances.

Further, no employee of the school district shall be involved for personal material gain in the sale or promotion of merchandise or student services to students in the school district of their parents. Nor shall any employee act as a representative of a private agency in the sale of merchandise or student services to the district, its students or parents. Likewise, employees are strongly cautioned about making recommendations about products or services, which have commercial or promotional implications.

Similarly, no student may, for personal material gain, sell merchandise or services on school property.

C. SOLICITATION OF CHARITABLE DONATIONS FROM SCHOOL CHILDREN

Direct solicitation of charitable donations by outside agencies from children in the District schools on school property during regular school hours is prohibited. It will be a violation of District policy to ask school children to contribute money or goods for the benefit of a charitable organization during the hours in which students are required to be on school premises.

However, this policy does not prevent the following types of fund raising activities:

1. Fund raising activities which take place off school premises, or outside of regular school hours;
2. Arms-length transactions, where the purchaser receives a consideration for his/her donation. For example, the sale of goods or tickets for concerts or social events, where the proceeds go to charity, shall not be prohibited as the purchaser will receive consideration – the concert or social event – for the funds expended;
3. Indirect forms of charitable solicitation on school premises that do not involve coercion, such as placing a bin or collection box in a hallway or other common area for the donation of food, clothing, other goods or money. However, collection of charitable contributions of food, clothing, other goods or funds from students in the classroom or homeroom should be discouraged.

The Board of Education shall ultimately decide which organizations, groups, etc., can solicit charitable donations and for what purposes, as long as the activities comply with the terms of this policy and the Rules of the Board of Regents.