



This administrative procedure provides guidelines to govern advertising, contests, fundraising, student photographs and sales of books to students in schools and in the community.

1. Advertising

- 1.1. No advertisement or announcement, except those concerning school activities, shall be placed in a school or on school property, or announced to the pupils on school premises, or sent home with pupils without the consent of the school administrator (principal) in consultation where required with the Director of Education or designate (Communications Department) as per Administrative Procedure 149: Request for Distribution.
- 1.2. Principals will ensure that students are not unnecessarily exposed to commercial advertising.
- 1.3. Non-profit making, non-political, charitable and non-sectarian groups whose work is of an educational or cultural value, and beneficial to the community as a whole, may be permitted to advertise and promote campaigns on school property upon approval of the principal and as per Administrative Procedure 149: Request for Distribution.
- 1.4. A person or enterprise may sponsor an event or activity in a school upon approval by the principal. Schools are permitted to acknowledge this sponsorship in a manner acceptable to the principal.
- 1.5. From time to time, direction may be given to the system by the Director of Education or designate in respect to corporate-wide approvals or cautions about particular projects.
- 1.6. Should a principal have a question about the administration, operation or implementation of this procedure, they should contact their supervisor and/or or



the Communications Department for clarification.

2. Fundraising

The Board appreciates and values the contributions of our communities. We also recognize that fundraising activities and donations from individuals and organizations can foster community engagement and enhance educational opportunities for our students. Funds received are to be used to complement and not replace public funding for education. Refer to AP 117: School Fundraising for guidance on all school fundraising activities.

3. Promotional Materials

3.1. All marketing and advertising materials such as letters, flyers, posters, videos etc., as well as all publicity plans for all fundraising activities must be approved for use by the principal prior to use, regardless of whether such materials make reference to the Board or one of its schools.

3.1.1. The Communications Department will provide advice and assistance in the review of these materials.

3.1.2. The Board may refuse involvement in, and the use of its name and logo in connection with any fundraising activity or event materials that do not meet with its approval, and may relinquish support of any fundraising activity that does not comply with the policies and, procedures of the Board, and may do so without liability or obligation. In such circumstances, the group shall ensure that the fundraising activity for which support has been withdrawn does not proceed.

3.1.3. The Board logo and its schools' logos are the sole property of the Board and may only be used with the express written permission of the Board (via the Communications Department). Usage is limited to the specific event materials that the Board has approved.



4. Recognition

4.1. The principal in consultation with their supervisor will evaluate the potential for donor or contributor acknowledgments or recognitions. In making such determinations, the Board will consider consistency with its respective mission, vision and values, among other things. The Communications Department will provide advice and assistance in making these determinations.

4.1.1. The Board, via the Communications Department, will be permitted, but not required, to include and/or feature a group's fundraising activity in Board publications and other communications channels.

5. Student Photographs

5.1. Principals of schools shall be permitted discretionary powers in regard to the matter of photographs of individual students and school classes.

5.1.1. No child or family shall be required to participate or purchase any such products.

5.1.2. Where price and quality of product and service are comparable and satisfactory, local firms will be given preference

6. Sales of Books to Students

6.1. Principals of schools shall be permitted discretionary powers in regard to the distribution of advertising brochures at the schools by any supplier of books, bearing in mind that no pupil or family shall be required to accept the advertising materials or purchase any books.

7. Contests

7.1. Student participation in contests and competitions sponsored by organizations outside the district is not to constitute a required part of any student's program.



7.1.1. Entry in such a contest or competition must be the choice of the parent(s) or guardian(s) or the choice of the student where they are of the age of majority.

References:

*Ontario Regulation 298 S. 24-25 Advertisements, Announcements,
Canvassing, Fund-raising*
*Ontario Regulation 612/00 School Councils S. 19 Principal to
Consult about Fund-raising*
*Ministry of Education 2012 Fundraising
Guidelines Sabrina's Law, Bill 113*
*Administrative Procedure 315: The Safety of Anaphylactic
Children Administrative Procedure 210: Creating a Healthy
Nutrition Environment*