

District Fundraising, Advertising and Commercial Activities

The district fundraising, advertising, and commercial activities for students will: (1) promote K-12 education; (2) provide educational experiences; and/or (3) address local funding obligations that support the educational mission of the district; (4) and/or promote the effective, efficient, or safe management and operation of the district.

General Principles:

School-business relationships based on sound principles and community input can contribute to high quality education. However, because of compulsory attendance, efforts should be made to protect the welfare of students and the integrity of the learning environment. Positive school-business relationships should be ethical and structured in accordance with the following principles:

- **Consistency with District and School Academic Standards and Goals:** All fundraising and corporate support or activity shall be consistent with the District's mission, goals and policies. Fundraising and advertising should not promote unacceptable behavior or include any activity or material that could be manufactured into something inappropriate or illegal for student use.
- **District/School Must Control the Curriculum:** District/school personnel must retain the discretion on how or whether to integrate commercially sponsored or provided material or programs into the curriculum. Also, school activities shall not be about a commercial sponsor (e.g., students shall not be required to make art projects or write essays primarily about sponsors).
- **Parents Should Be Informed:** Parents and community members should be informed about the nature and extent of commercial activity in the schools. Information can be via letter or public announcements in newspapers, school and PTA newsletters, school websites, etc.
- **City or County Ordinances:** Advertising on fences and scoreboards may be required to comply with the City or County ordinances. After the district's approval of an advertisement, it is the responsibility of the business or organization seeking to advertise to ensure that the advertisement is in compliance with the City's or County's codes.

Definitions

Advertising. Advertising is an oral, written or graphic statement made by the producer, manufacturer, or seller of products, equipment, or services which calls for the public's attention to arouse a desire to buy, use, or patronize the product, equipment, or services. This includes the visible promotion of product logos for other than identification purposes. Brand names, trademarks, logos or tags for product or service identification purposes are considered advertising. Also, nothing in this policy or procedure is intended to limit announcements, information, or logos of school related non-profit corporations, such as the PTSA, other parent/teacher organizations, or the Alliance for Education.

Sponsorship. Sponsorship is an agreement between a school district, an individual school, or a site-based or parent-based group with an individual group, company or community-based organization in which the sponsor provides financial or resource support in exchange for recognition.

Partnership. A partnership is an agreement between a school or school district and a private entity, wherein the basis and the terms of the relationship are set by the school district, and agreed upon by the private entity, or reached mutually. Frequently a partnership is less formal than a contractual relationship. The school or school district should not be required by the partnership to sell products to students, expose students to advertisements during school time, or place advertising on school property. Partnerships should be of a non-exclusive nature, and should not adversely affect or distract from the instructional mission of the school.

Sponsored Educational Materials. Sponsored Educational Materials, are educational materials and programs developed and/or funded by commercial enterprises, trade organizations, or non-profit organizations with significant corporate backing. These materials are intended for use or distribution at schools, and can be intended for use as either primary or supplemental curriculum.

Electronic Media. Electronic Media is any type of instruction that occurs during school time, or any program shown during school time that requires the use of electronic equipment, such as televisions, video equipment, computers, movie projectors, etc.

Fundraising Activities:

District fundraising activities may include: (1) soliciting gifts and donations that are reasonably related to the pursuit of the district's objectives; (2) entering into interlocal agreements with other governments which generate additional funds for school district activities; and/or (3) operating various revenue generating enterprises consisting of the sale of goods or services that are produced by, or that are linked to, the district's educational program. The purpose or use of such programs will be consistent with the policies and programs of the district.

Proposals for district fundraising programs will be reviewed and approved in advance by the superintendent (or designee) to ensure compliance with the following procedures. The superintendent (or designee) will make all compliance determinations.

Any fundraising program charging fees will satisfy the following criteria:

- Fees for persons attending or participating in such programs will only be charged when attendance or participation is optional, not mandatory;
- Students not be charged a fee to enroll in a curriculum-based activity that involves a district fundraising program; and

A program will not be created or continued that will require the allocation of district funds when program-specific resources are insufficient or exhausted.

Any fundraising program characterized as a "business enterprise" activity will satisfy the following criteria:

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- For these purposes, “business enterprise” will be defined as any non-Associated Student Body activity that sells goods or services for district-related purposes on an ongoing basis;
- Such “business enterprises” will sell products or services that are appropriate for the program’s education purposes and/or promote the effective, efficient, or safe management and operation of the district;
- Such enterprises will not be created solely for commercial purposes;
- Such enterprises will purchase inventory in accordance with applicable district policy and/or practices; and
- A business enterprise program will not be created or continued that will require the allocation of district funds when program-specific resources are insufficient or exhausted.
- Any fundraising program using donated personal items or services for an auction, sale, and/or raffle will satisfy the following criteria:
 - Donated items or services must be free from health and/or safety hazards;
 - Donated items or services must be given voluntarily by individuals or businesses; and
 Appropriate solicitation on the part of students, parents or appropriate district personnel is permissible, but actions of students and parents cannot bind the district to any contractual obligations.

Any fundraising program that requires contracting with a third-party vendor or promoter will satisfy the following criteria:

- The contract will further K-12 education and/or promote the effective, efficient, or safe management and operation of the district; and
- The district will enter into contracts consistent with district policies and with appropriate authorization of the superintendent (or designee).

Any fundraising program involving the production and/or sale of goods or services, such as a vocational education program, will satisfy the following criteria:

- The superintendent (or designee) must authorize the sales of any goods produced and/or any services provided by the education program;
- The proceeds from the sale will be used to enhance or to expand the education programs(s), as determined by the superintendent (or designee);
- To the extent required, all goods produced or services provided from an educational program will be assigned to or owned by the district; and
- Individual compensation for the sale of goods produced and/or for the services provided will not be permitted, except as authorized by the superintendent, in accordance with applicable laws, district procedures, and/or practice.

Any fundraising program selling surplus school personal property will satisfy the following criteria:

- Such programs will not violate applicable state law or school policy governing the sale, lease, or rental of surplus and obsolete school personal property;

- Such programs are permitted only as provided in RCW 28A.335.180; and
- Such programs follow the district's policy for the disposal of surplus property.

District and School Based Advertising

Advertising or corporate sponsorship that promotes the following is prohibited:

- Promotes the use of illicit drugs, alcohol, tobacco, firearms, or gambling.
- Promotes hostility, disorder, or violence.
- Attacks or demeans any group protected under the District's anti-discrimination policies: sex (gender); race; creed; color; religion; ancestry; national origin; age; economic status; sexual orientation including gender expression or identity; pregnancy; marital status; physical appearance; the presence of any sensory, mental or physical disability; honorably discharged veteran or military status; or the use of a trained dog guide or service animal by a person with a disability.
- Is defamatory.
- Promotes or discourages religion in a manner contrary to law.
- Promotes or opposes any political candidate or ballot proposition.
- Promotes food or beverage inconsistent with the District's competitive foods policy.
- Inhibits the functioning of any school.

Students Shall Not Be Required To View Advertising. Students shall not be required to observe, listen to or read commercial advertising in the school building except as follows:

- Advertising is permitted in connection with courses of study which have specific lessons related to advertising.
- Advertising is permitted in yearbooks, school newspapers, the annual calendar, event programs, and on fields, stadiums and scoreboards. Programs will include the following disclaimer: "Advertisement does not constitute endorsement by the West Valley School District." Signage must be pre-approved by the Superintendent or designee. Designees are as follows:
 - 1) Yearbook, Yearbook Advisor
 - 2) Stadium/Scoreboard/Athletic Programs, ASB Advisor
 - 3) The Rock, Facilities Director
 - 4) Drama Production programs, Drama Advisor
 - 5) Music Programs, Band/Choir Teacher
 - 6) Special School Event Programs, School Principal

- Advertising is permitted in such supplementary classroom and library materials as newspapers, magazines, television, the internet, and similar media where they are used in a class such as current events, or where they serve as an appropriate research tool.
- Information concerning educational activities or opportunities of interest to students and others in the school community, such as flyers and brochures regarding such things as sports camps, music lessons, and tutors, shall be permitted provided that the provider/business is a non-profit organization. The superintendent or designee must review and approve the material in advance in accordance with policy and procedures for District Policy 4060 - Distribution of Information.

Limits on Promotional Information in Curriculum Materials. Neither the District nor any school shall purchase or use any sponsored educational materials that contain promotional information about a product, service, company, or industry that is contrary to the lesson being taught in the content of the curriculum.

Students Shall Not be Required to Advertise. No corporate relationship shall be permitted which requires students to advertise a product, service, company, or industry. This prohibition on student advertising includes athletic uniforms and equipment, although uniforms and equipment may display the name or logo of the uniform and equipment manufacturer or supplier.

Limits on Collecting Personal Information. Neither the District nor any school shall require students to complete surveys to provide marketing information to vendors, or distribute to vendors any personal information of students, including, but not limited to names, addresses, and telephone numbers, except as may be required by law. In addition, neither the District nor any school shall enter into any contract for products or services, including electronic media services, where personal information will be collected from the students by the providers of the services in question. Personal information includes, but is not limited to, the student's name, telephone number and home address.

Logos and Sponsorship

Logos for Identification Only. All company logos appearing on District property, including logos on materials, supplies, or equipment purchased, rented, or leased by or donated to the District, shall be for product or sponsor identification purposes only. The superintendent or designee shall be the primary decision-makers in the schools regarding whether a sponsor identification logo is for identification versus advertising purposes.

In determining whether the logo is for identification versus advertising, the following criteria should be used:

- The size and location of the logo,
- The attention drawn to the logo compared with the intended use of the material, and
- The age of the students who will view it.

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Vending machine facades shall not be used for advertising. The name and logo of product manufacturers, such as the soft drink makers, can appear if they are for identification purposes only.

Contracts for Sales of Foods or Beverages. Contracts for sale of foods or beverages shall not permit the distribution of free products or vendor related advertising and promotional materials or events.

Revised Dates: 12.03; 3.06; 03.15; 01.24; 02.24; 09.24