

<b>Corporate and Community Investment in Education</b>	
Adopted: February 13, 2017	Last Reviewed/Revised: February 6, 2023
Next Scheduled Review: 2025-2026	
<b>Associated Policies &amp; Procedures:</b> <a href="#">I-21 Corporate and Community Investment in Education</a> <a href="#">V-03 Photography, Advertising and Sales Representatives</a> <a href="#">V-04 School Fundraising Activities</a> <a href="#">VI-59 School Fundraising Activities</a> <a href="#">V-07 Bequests to a School or to the Board</a> <a href="#">VI-06 Charitable Receipts</a> <a href="#">VI-31 Trust Funds</a> <a href="#">V-17 Request for Promotion and Distribution of Program Activity Related Materials Through Board Schools</a> <a href="#">VI-40 Request for Promotion and Distribution of Program - Activity Related Materials Through Board School</a> <a href="#">VI-50 Technological Education Service Procedures</a>	

## Purpose

To define the parameters within which corporate and community investment in education shall occur and to ensure consistency in approach.

## Application and Scope

This procedure applies to all corporate and community investment in education from outside businesses or other agencies and any school, department or other groups within the Halton Catholic District School Board (HCDSB).

## Principles

- The HCDSB believes that corporate and community partners can expand the limited resources and positively impact the education of the students.
- The HCDSB believes that business and community agencies have the desire to enhance the quality of life in the community through investment in educational endeavours.

- The HCDSB believes that it has a responsibility to ensure fair and equitable dealings with all members of the community.

## Definitions

- **Agreements** will vary in nature depending on the situation. Normally, in exchange for access to schools or the HCDSB for referrals, advertising or sales, the sponsor agrees to provide the school or system with goods or services at a preferential rate or at no cost to the HCDSB.
- **Donation** is support offered by a community group or business, in cash or equivalent, to a school or to the system that may or may not involve a public statement of appreciation or recognition.
- **Sponsorship** is financial support, or the equivalent, offered by a community group or a business to a school or to the system that includes an agreement to give public recognition and/or preferential treatment to the sponsor.

## Requirements

The procedures shall ensure that the arrangements with corporate and community partners comply with the following:

- Congruency with the HCDSB governing values and mission statements;
- Appropriate authorization for corporate and community support or sponsorship as established in the procedures;
- All agreements are recorded and reported to the appropriate level of administration;
- Any activity involving system personnel or students shall be authorized by the principal or administration of the HCDSB as outlined in the procedures;
- Agreements that provide an exclusive arrangement and extend beyond one year require board approval; and
- Corporate and community partners must be approved by both the Director of Education and the Superintendent of Business Services.

### Donations

Donations may be accepted by a school Principal or designate if the following conditions are met:

- The donated material or goods are appropriate and of use to the school/system. The product and operations of the business must be compatible with the *Mission Statement and Governing Values of the HCDSB*;
- With the exception of awards or bursaries, which may be designated to an individual, the donation of goods or materials will be made to the school or department and used or distributed at the discretion of the Principal or Supervisory Officer;

- If the donor of non-cash items wishes to receive a receipt for tax purposes, an independent assessment of the value of the contribution will have to be obtained. The arrangements will be completed in accordance with *Procedure VI-06 for Charitable Receipts*;
- Donations that include an advantage, such as receiving advertising on a banner, typically do not meet the criteria for a receipt for tax purposes and shall be reviewed by the Senior Manager, Financial Services,; and
- Donations with a value of \$10,000 or greater must receive the approval of the Board.

### Sponsorship

- When sponsorship is financial support for schools or the system valued at less than \$10,000, approval from the Superintendent of Business Services is required. Requests for approval must be submitted to the Superintendent of Business Services utilizing the [Sponsorship Approval Form](#). If the consideration is valued at \$10,000 or more, the sponsorship must receive the approval of the Board.
- For sponsorship to be approved, the product and operations of the business must be compatible with the *Mission Statement and Governing Values of the Board*.
- All agreements for sponsorship shall be in writing with a statement setting out the expectation of both parties. A copy of all such agreements shall be forwarded to and maintained on file by the Superintendent of Business Services.
- Appropriate recognition shall be permitted in acknowledgement of sponsors.
- Sponsorship (for example, advertising on a banner), typically does not meet the criteria for a receipt for tax purposes. Requests shall be reviewed by the Senior Manager, Financial Services

### Agreements

- Agreements may include preferential access or exclusive service provided by a corporate sponsor.
- For agreements to be approved, the product and operations of the business must be compatible with the *Mission Statement and Governing Values of the Board*.
- Agreements less than \$10,000 with either an individual school or the entire system require the approval of the Superintendent of Business Services.
- All agreements that provide exclusive consideration to a supplier of the HCDSB shall be approved only after other suppliers have had the opportunity to receive similar consideration. Calls for proposals, tenders or other such methods will be used as deemed appropriate by the Superintendent of Business Services.
- Agreements shall normally be for a period no longer than one year but may be subject to renewal.
- Agreements that provide exclusive consideration and extend beyond one year shall require Board approval.
- Agreements involving consideration valued at \$10,000 or more shall require Board approval.



### Communications

- Business or community groups may contact the Principal of the school or the Superintendent of Business Services, to initiate a donation, sponsorship or agreement.
- When contacted, the Superintendent of Business Services, will be responsible for initiating the processing of the agreement.
- Principals should solicit support from local businesses only or those community groups where there is a local or proximity relationship.
- Solicitation to other businesses should be made only through the Superintendent of Business Services, to ensure that duplicate solicitation does not occur. For this purpose, other businesses are those not located within the community served by the school.
- Individuals or firms wishing to provide goods or services at a reduced cost or at no cost, justifiably believe that they are extending a favour to the school or HCDSB. Therefore, every effort will be made to facilitate a prompt response to any offer that has been extended.

APPROVED: Regular Meeting of the Administrative Council

AUTHORIZED BY: \_\_\_\_\_  
*Director of Education and Secretary of the Board*