

Community Relations

School/Program-Based Fundraising and Contributions

This fundraising policy applies to all CREC staff and members of or volunteers for recognized school-community associations and addresses all fundraising and solicitation activities for the support of CREC programs and schools that are undertaken by a school, program, or recognized association.

The CREC Council recognizes that certain types of fundraising activities will enhance the relationship between school and community and will contribute to the improvement of the school program. The Council also recognizes its responsibility to ensure that all fundraising and solicitation activities are consistent with legal and professional standards and CREC's mission.

The administration shall develop procedures for all fundraising and solicitation activities in accordance with this policy and in compliance with all applicable laws, regulations, and best practices for financial transparency and accountability, privacy and safety, and integrity.

(cf. 1210 – School-Community Associations)
(cf. 1314.1 – All Other Fundraising)
(cf. 3450 – Monies in School Buildings)
(cf. 6145.8 – Activity and Escrow Funds)

Policy adopted: November 17, 2004
Revised: May 15, 2019

CAPITOL REGION EDUCATION COUNCIL
Hartford, Connecticut

Community Relations

School/Program-Based Fundraising and Contributions

The following guidelines and procedures shall be followed by CREC staff and members or volunteers of recognized school-community associations for all fundraising and solicitation in support of CREC educational programs or school activities.

Solicitation of Funds from and by Students, Staff and Recognized School-Community Associations

1. There shall be sufficient educational or financial benefits to the school/program and/or students, either directly or indirectly, to justify the fundraising activity.
2. Fundraising shall be in good taste and appropriate for the school district.
3. Fundraising support shall not ordinarily be in the category of materials, equipment or activities considered basic to the educational program and normally funded annually by the school system.
4. Fundraising activities must be sponsored by a recognized school club or group. They must have the prior authorization of the principal/program director. The principal/program director or designee may limit all items used for fundraisers and areas in which the fundraiser may take place.
5. The purpose of the fundraising project shall be explained to students and parents/guardians and shall be of direct or indirect benefit to students enrolled in the school/program. All participation shall be voluntary on the part of students. No student may be assigned a minimum sales quota.
6. Solicitation of funds from businesses or other outside organizations shall be with the understanding that public recognition for contributions shall be appropriate and balanced.
7. Each fundraising activity must have a specific reason, monetary goal and duration. Accurate and detailed records must be kept. The fundraising group must report all income and expenditures for the activity. A financial report identifying all income and expenditures, along with a copy of appropriate bank records, must be forwarded to the principal/program director within 2 -3 weeks of the completion of the fundraising activity.
8. Activities related to fundraising shall not occur during normal school hours.
9. Handling and accounting of fundraising material shall be the responsibility of the sponsoring group.

10. The fundraising mechanics or procedures will not unacceptably burden staff or subject the school/program to unnecessary risks or responsibility.

The following additional criteria shall be applied to solicitation by students:

1. Elementary or middle school fundraising will not result in profit or advertisement for any commercial enterprise except when profits are realized in conjunction with the following events:
 - A. Annual all-school fundraising events of one week or less (e.g., fairs, bazaars).
 - B. Fundraising activities designed to acquire funds for approved field trips.
 - C. Class pictures.
2. Commercial enterprise for private profit will be allowed at the high school only for the purchase of goods and services deemed necessary by the principal for normal student activities.
3. There may be no more than one fundraiser at any one time at the same grade level in each elementary school. Special care must be taken to try to avoid conflict with major fundraising activities at other schools in the system or in the community.
4. Fundraising projects in which students sell to the public off school grounds may be sponsored with the approval of the school principal. No child in grades K-8 may participate in out-of-school fundraising without prior written approval of parents or guardians.
5. Door-to-door sales undertaken by recognized school clubs or groups shall be limited. Students in grades K-8 may not participate in school-related door-to-door campaigns. Secondary school clubs/organizations shall normally participate in no more than one door-to-door sale each school year.

Application Procedure

1. All requests to conduct fundraising shall be submitted in writing to the principal/program director at least 15 days prior to the proposed activity.
2. The request shall identify the name of the school, name of the individual submitting the request, name of sponsoring individual or organization, fundraising activity dates, purposes of the fundraising activity, nature of the fundraising activity, anticipated expenses and profits.
3. The principal/program director shall notify the Executive Director or his/her designee of all fundraising activities at least ten days prior to the activity. The Executive Director or

designee will keep a master chart of all such activities so as to avoid as many conflicts as possible.

Funds Collected by School Personnel

1. All funds collected by school personnel shall be accounted for. Money collected in school should never be kept in the teachers' classrooms. All funds should be sent to the school vault or other secure place for safekeeping. Funds should be promptly sent to CREC Central for deposit into a program fund or deposited in the student activity account as required by Policy 6145.8.
2. Sales incentive gifts offered should be noted, along with a statement regarding disposition of such gifts. The only gifts acceptable are those which will remain in the class for the benefit of all the children.

Online Fundraising Campaigns – Crowdfunding

“Crowdfunding” is the process of requesting a specific gift or donation to fund a specific purchase or project, typically through websites or social media designated for this purpose.

General provisions

1. Crowdfunding is permitted only on the following platforms:
 - Donorschoose.org
2. All postings on crowdfunding platforms must receive written approval from the principal /program director and the Executive Director or designee before they are published.
3. No student images may be posted on a crowdfunding platform unless written permission has been obtained from the student's parent/guardian, after full disclosure of the nature of the posting, and in accordance with CREC policies.
4. All monetary donations should be made by check in the name of the school/program, and not an individual, and should be properly recorded in the funds accounting system at each school/program. No school banking information should ever be given out.
5. All funds raised and/or items purchased must be delivered to the school/program and not to an individual. All items delivered are and remain the property of the school/program.
6. All funds raised and/or items purchased must be used for their stated purpose.

7. CREC reserves the right to deny approval of solicitation of any funding or grant application or to refuse acceptance of any funds awarded or donated.

Procedures for crowdfunding proposals

1. A CREC employee or member or volunteer of a recognized school community association who wishes to raise funds or acquire materials via a crowdfunding platform to benefit a school/program shall first submit the proposal to the building principal/program director for approval. The proposal must include:
 - Details of the platform on which the funds will be raised
 - A complete copy of the proposed listing
 - Copy of the individual's personal profile to be listed on the site
2. The principal/program director shall review the proposal to ensure:
 - Compliance with these guidelines and all applicable CREC policies.
 - That there is no unauthorized disclosure of protected student information.
 - That the posting does not paint the school/program, CREC, or employees or students in a negative light.
 - That if the request involves equipment, either technology or non-technology, pre-approval is obtained from the CREC Director of Information Technology and/or Director of Facilities, as electric and plumbing considerations may need to be reviewed before any equipment is ordered.
3. If the proposal is approved by the principal/program director, it shall be forwarded to the Executive Director or designee for approval.
4. If the principal/program director or Executive Director/designee identifies or is concerned about a potential legal issue with the posting, CREC's legal counsel shall be consulted.
5. If the crowdfunding proposal is approved, the requestor shall be responsible for preparing all materials and information related to the online fundraising campaign; keeping the principal/program director apprised of the status of the campaign; and monitoring and taking down the site when the event or request is completed.
6. A file for each crowdfunding request must be maintained at the school/program. The file shall contain:
 - The fundraising approval form
 - The written detail of the project as well as what is posted on the platform website
 - Any photos or images posted with the project

- A copy of all agreements and permission forms.

Denial of Proposal

A crowdfunding proposal may be denied by the principal/program director or the Executive Director/designee. Reasons for denial may include, but are not limited to:

- The proposal requests the purchase or use of technology that is not compatible with nor supported by CREC's current or future plans for the purchase and/or use of technology.
- The proposal requests the purchase of curriculum materials and supplies that are not standards-based.
- The proposal requests materials that could be substituted with similar materials that are already supplied or will be supplied by CREC.
- The proposal seeks to start a program that would require the continued use of materials or funding beyond what is obtained through the proposal.
- The proposal will result in demands on staff not involved in the proposal.
- The proposal is in conflict with or takes away from adequate instructional time and/or established CREC instructional priorities.
- The proposal requests athletic equipment or donations not consistent with or in direct conflict with CREC athletic programs.
- The proposal results in inequity in funding.
- The proposal is in conflict with current and/or planned curriculum and instruction initiatives, CREC policy, one or more of CREC collective bargaining agreements, regulations of the Connecticut Department of Education and/or Connecticut general statutes.

Regulation issued: November 17, 2004
Revised: April 17, 2019

CAPITOL REGION EDUCATION COUNCIL
Hartford, Connecticut