

REVENUE ENHANCEMENT

Background

The District encourages partnerships as a means of enhancing learning opportunities for children. Partnerships are mutually beneficial relationships between external organizations and the District or schools that are designed to enhance learning for students and other learners. Partnerships are co-operative because partners share values; objectives; human, material or financial resources; and roles and responsibilities to achieve desired learning outcomes.

Enhancements may take the form of a product, service or money for returns such as recognition or advertising or to meet a corporate goal related to community involvement. These opportunities are subject to Canada Revenue Agency (CRA) regulation and certain restrictions as approved by the Superintendent, in keeping with the contemporary standards of the community.

Procedures

1. Revenue enhancement, through a variety of District-wide and District-approved marketing activities including, but not limited to advertising, corporate sponsorship, signage, etc. is a District-approved venture.
2. Enhancements are supported which:
 - 2.1 Respect the welfare of students;
 - 2.2 Enhance the delivery of quality curricular and co-curricular programs;
 - 2.3 Benefit the District as a whole;
 - 2.4 Are respectful of community standards and the educational setting;
 - 2.5 Are consistent with Board policies and administrative procedures;
 - 2.6 Complement, but do not replace, public funding for education;
 - 2.7 Do not discriminate by race, color, ancestry, place of origin, religion, marital status, physical or mental disability, sex, orientation or age.
3. Enhancements are supported when:
 - 3.1 Goals, objectives and benefits of the relationship are clearly stated in the proposal;
 - 3.2 Resources provided by all parties are clearly defined;
 - 3.3 Records of all transactions are maintained;
 - 3.4 Sponsorship performance is reviewed regularly.

4. Revenue Enhancement plans shall be undertaken in consultation with the Secretary-Treasurer to ensure that CRA regulation requirements are met.

Reference: Sections 8, 20, 22, 23, 65, 85 School Act

Adopted: September 1, 2018