

SPONSORSHIP AND FUNDRAISING POLICY

RATIONALE

The MAPS Board of Trustees recognises that Fundraising and Sponsorship can provide funds and resources, additional to the operational grant, to help the school achieve its goals and objectives and enhance the quality of education provided to its students.

DEFINITIONS

"Sponsorship" means the supply of cash, goods, or services to the school in return for a specific opportunity for promotion and positioning of the sponsor's brand within the school community or beyond. A Charitable donation that is specified for a purpose, is also deemed to be Sponsorship.

"Charitable donation" means a gift in cash or kind made by an individual or an organisation to the school. It may be specified for a purpose, or an unconditional gift.

"Fundraising" means the process of gathering voluntary contributions of money or other resources, by requesting donations from individuals, businesses, charitable foundations, or governmental agencies.

Fundraising in this case includes applying for Foundation grants which are to be coordinated and applied for by the PTA.

PURPOSES

To generate additional funding to ensure the achievement the MAPS charter and strategic goals.

To ensure that the school has a co-ordinated approach to Fundraising.

To ensure good accounting practices are followed with all Fundraising and spending being well documented.

To further develop positive working relationships with the community for the long term benefit of both parties.

To ensure the integrity of the MAPS brand is actively managed and controlled to a standardised approval process.

PROCEDURES

1. The Board will have a Fundraising sub-committee for Fundraising and Sponsorship, comprising one representative from the school management, the PTA and the Board. Sub-committee members should be specific named people (minuted in both BOT and PTA meetings), who can delegate their responsibility at any time if they are unavailable to approve an application. Sub-Committee approval should be unanimous.
2. All Fundraising events must be submitted to the sub-committee in writing for approval.
3. All approaches to sponsors/supporters for Sponsorship should receive prior permission from the sub-committee and all approaches should be documented in a register held at the school.
4. All monies raised through Fundraising and Sponsorship should be deposited in the PTA bank account in the first instance, and the PTA will be charged with documenting the spending of funds raised.
5. The Fundraising application forms can be uplifted from the school office or downloaded from the school web site. These should have a copy of the policy attached. Forms should be submitted to the school office marked for the attention of the Fundraising Sub-Committee.

6. Approval should be sought from the Board for larger Fundraising events taking place outside regular school hours. Eg school fairs, quiz nights, discos, sleep overs etc. (This is to ensure that the Board is satisfied that any legal requirements or obligations upon the school are considered.)

GUIDELINES

1. In soliciting or accepting Sponsorship or charitable donations, the school must first and foremost aim to fulfil its obligations to students and its strategic goals and objectives as defined in its charter.
2. Attract potential sponsors to the school by making them feel part of the school community through a personal approach, e.g. by representatives from the MAPS PTA.
3. Communicate our genuine desire to engage in an ongoing relationship with the community by outlining the benefits in their becoming a sponsor/supporter of MAPS.
4. Acknowledgement of the sponsor should be discreet as opposed to garish and not compromise the aesthetics of the school **and** might include regularly acknowledging the sponsor/supporter's involvement in the school through one or a combination of:-
 - i) plaques on equipment donated by the business
 - ii) regular mentions in school newsletter as to the nature of their support
 - iii) reference in the Chairperson's reports, principal's reports
 - iv) media coverage – photo in local newspaper on presentation/purchase or use of equipment
 - v) sending the business the school newsletter
 - vi) presenting certificates reflecting MAPS' appreciation for their support
 - vii) providing advertising space on a bill board on MAPS property and fence lines
 - viii) personal invitations to school activities and functions as appropriate.* any naming rights and exclusivity needs to be approved by the Board.
5. In consultation with the sponsor the PTA will submit a business plan detailing benefits to students, costs and resources required of the sponsor and an action plan for implementation.
6. The sponsor will also receive an evaluation of the benefits of the project or service to MAPS students.
7. Conflict between sponsors who derive their income from similar or competing goods and services should be avoided, unless the affected parties agree.
8. Best practice procurement must always apply regardless of Sponsorship agreements. Sponsorship and charitable donations must not pre-empt a proper and transparent procurement process in accordance with Board policy. Sponsorship and charitable donations must not be linked to a compulsion to purchase or provide preferred supplier status.
9. Sponsorship arrangements are entered into in good faith; that neither party will bring the other into disrepute.
10. All Sponsorship arrangements and agreements must be recorded in writing, and confirmed by all parties.
11. The quality of the product / and or services purchased with Sponsorship must meet the MAPS Board of Trustees standards for quality and excellence.
12. The name and special nature of MAPS must not be compromised in any way by relationships with sponsors.
13. The Board will ensure that the role and contribution of the MAPS PTA is always acknowledged, celebrated and not compromised in any way by the Board's relationship with sponsors.
14. Control of donated assets will remain with the school rather than with the sponsor.
15. Sponsorship and Fundraising should be accepted for specific projects rather than as a top-up for general funds.
16. The sub-committee must consider consistency with other sponsorship arrangements and treat all sponsors fairly and equitably.
17. The sub-committee should conduct an annual review of sponsorship and Fundraising arrangements and consider whether the processes are being followed and the number, amounts raised and concentration of sponsorship arrangements.

MOUNT ALBERT PRIMARY SCHOOL FUNDRAISING APPLICATION

<i>Group that is fundraising:</i>	
<i>Name of person putting in this application:</i>	
<i>Date submitted:</i>	
<i>Outline of fundraising activity that is being proposed:</i>	
<i>Purpose of the fundraising activity:</i>	
Fundraising start date:	Fundraising finish date:
Event information (if applicable – for one off events e.g., a dinner or dance event)	
Event:	
Date event to be held:	
Location:	
Start time:	
End time:	
Name of event organiser:	
Contact details of event organiser	
Phone (Hm, Wk or Mob):	
Email address:	
Monies	
Target Total:	
Method of money collection:	
Banking/storage procedures:	

I have read and agree with the provisions of the Fundraising Policy. Signed _____ Date: __/__/__

Office use only

Approved/Not Approved: Signed: _____ (on behalf of the Fundraising Sub-Committee)

Copies of approved form to: Organising Teacher/ Board Sub-Committee