



Corporate Sponsorship and Donation Policy

DM Approval:

A handwritten signature in blue ink, appearing to read "D. D. D.", is written over the "DM Approval:" text.

Effective Date: May 8, 2017

GENERAL INFORMATION

The Department of Education believes that support by corporate and community partners can serve to enhance educational quality and as such are permitted in Yukon schools. Educators are obligated to protect the welfare of students and the integrity of the learning environment. When working together, schools and businesses must ensure that educational values are not distorted in the process.

While the recognition of sponsors is permitted, students or department employees must not be subjected to advertising in schools or on department property. Positive school-business relationships should be ethical and structured in accordance with the policies and values of schools and the Department of Education.

PURPOSE

The purpose of this policy is to provide standards and guidelines related to the development and administration of corporate sponsorships and donations.

DEFINITIONS

'*Sponsorship*' is an agreement between an individual school, School Council, School Board or the Department of Education and a business or community-based organization in which the sponsor provides financial or resource support in exchange for recognition.

'*Donation*' is a voluntary gift made by a business or community-based organization for philanthropic reasons which may be in the form of cash, goods or services.

'*Commercial advertising*' means advertising that explicitly seeks to promote products or services and seeks to entice consumers to purchase products or services.

STANDARDS

1. Sponsorships and donations must support the goals and objectives of the school's curriculum and instruction and must be in line with the policies, beliefs and practices of the Department of Education.
2. Programs of corporate involvement must be structured to meet an identified education need, and must be evaluated for educational effectiveness by the school or department on an ongoing basis.
3. Schools and educators shall hold sponsored and donated materials to the same standard used for the selection and purchase of curriculum materials.
4. Schools and teachers will retain discretion as to when and how they use sponsored materials.
5. All goods and funds donated become the property of the Department of Education.
6. The Department of Education shall have the authority to decline any form of donation or sponsorship, cash or in-kind.
7. Sponsor recognition and display of corporate logo shall be for identification of contributors and shall not contain further commercial advertising.
8. All corporate sponsorships shall be confirmed in writing or by contract as deemed necessary.
9. Corporate sponsorships shall not require students or employees to observe, listen, or read commercial advertising.

PROCEDURES

1. The school's Superintendent or designate must be made aware when a school is entering into sponsorship agreement or receiving a donation of \$2,500 or less. The Superintendent must give prior approval for sponsorship agreements and donations in excess of \$2,500. The Assistant Deputy Minister of Public Schools must give prior approval for any sponsorship or donation of \$10,000 or greater. The Deputy Minister must give prior approval for any sponsorship or donation of \$20,000 or greater.
2. The following forms of sponsorship recognition shall be permitted:

- a. Public notices, including newspaper, radio, television or other public media, and school publications directed or intended for parents or the community at large (e.g. school newsletter, yearbook or webpage).
 - b. Plaques, pictures or other notices at schools.
 - c. Plaques, pictures or other notices at the sponsor's place of business.
 - d. A letter to the sponsor from the school administrator, School Council, School Board or the department.
 - e. The temporary placement of a sign in a school indicating the sponsor's name and/or logo, which is put in place for the duration of the sponsored program, event or activity. The location, prominence and design of the sponsor's sign shall be tasteful and respectful of the cultural community and school. The location will be determined by the school administration or their designate.
3. All cash or other donations provided by sponsors shall be tracked by the school, School Council, School Board or the department using appropriate accounting procedures.
 4. All non-cash donations provided by the sponsor may have brand names, trademarks or logos for product service or identity purposes only.

ROLES AND RESPONSIBILITIES

School administrators are responsible for ensuring that any programs of sponsorship or donation in schools are compliant with the standards and procedures outlined in this policy.

Superintendents, the Assistant Deputy Minister of Public Schools and the Deputy Minister are responsible for approving corporate sponsorships and donations as outlined in 'Procedures'.

The Department of Education is responsible for communicating this policy to school administrators, School Councils and School Boards. The department is responsible for overseeing and enforcing proper accounting and financial procedures related to corporate sponsorships and donations as prescribing by the *Education Act* and *Financial Administration Act*.

APPLICATION

This policy applies to all donations or sponsorships that are developed between schools, School Councils, School Boards or the Department of Education and corporate or community-based organizations. This policy does not apply to philanthropic

donations by individuals (such as trusts, scholarships or parent donations) or donations by governments (First Nations, municipal, territorial or federal).

EXCEPTIONAL CIRCUMSTANCES

In situations where the individual circumstances of a case are such that the provisions of this policy cannot be applied or to do so would result in an unfair or an unintended result, the decision may be based on the individual merits and justice of the situation. Such a decision will be considered for that specific case only and will not be precedent setting.

EFFECTIVE DATE

This policy is effective May 8, 2017.

LEGISLATIVE AND POLICY REFERENCES

Yukon Education Fundraising in Schools Policy.