

St PHILOMENA'S SCHOOL MOREE

POLICY STATEMENT

FUNDRAISING/SPONSORSHIP POLICY

RATIONALE

This policy will be used as a guide concerning acceptance of commercial sponsorship/advertising within our school community.

AIMS

- Fundraising is an integral part of our school to assist the resourcing of the school. However this fundraising must conform to the moral code of conduct put out by our Catholic Diocese and be within school policies.
- Communication of community events is acceptable. Eg in the school newsletter.
- Commercial businesses wishing to advertise within the school community are expected to make a financial contribution recognising the value of that community exposure.
- If a staff member or family of a staff member is involved in the advertising a potential conflict of interest needs to be declared.

IMPLEMENTATION

Our aims are achieved in the following ways:

- By being pro-active in seeking donations from the school and wider community.
- Donation request forms are sent to local businesses annually by the P&F to determine sponsors for school events.
- Commercial communication within the school needs to be labelled as advertising and paid for appropriately. Eg the advertising at the clothing pool.
- The school will not endorse any product advertised within the school community.
- Corporate display advertising on school grounds is acceptable under a contract which includes a specified period of time for the advertisement, the cost and the specific signage location.
- The school reserves the right to refuse any sponsorship application which in the Principal's opinion is or may be in conflict with the culture, direction, values and Mission of St. Philomena's.

EVALUATION

The school will evaluate the policy by:

- An annual review carried out by a school policy committee.
- Monitoring revenue raised by fundraising/sponsorship.

Last Review Oct 08 Next Review Aug 10