



Adopted: 1998-01-27	Reviewed:	Amended: 2012-06-19 2021-12-14
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POLICY

SUBJECT: **COMMERCIAL MATERIALS IN THE SCHOOLS**

The Board of Education recognizes that on occasion, staff are requested to act as “agents” for commercial ventures which have no direct bearing on the education of children within the School District.

Publicity

Specific requests for publicity through the use of school communication systems (e.g. Public Address, newsletters, closed circuit television, and social media), employees and students may be approved by the Principal where there is direct benefit to the students, employees, or the curricular and extra-curricular programs of the school.

Publicity of community recreation programs such as minor sports or fine arts activities specifically designed for students may also be provided. However, no costs related to such involvement, including secretarial time or duplication cost, will be borne by the District or the schools. The District will transport such materials to school sites as part of regular mail delivery where possible.

Schools may designate a specific display space in the schools for the publicity of such activities, at the Principal’s discretion. In questionable circumstances, the Principal will consult with the Superintendent for approval.

Fundraising

Fundraising by schools or by Parent Advisory Councils in support of school programs, both curricular and extra-curricular, is supported by the Board and subject to the approval of the school Principal.

In addition, fundraising for worthwhile causes such as poppies or UNICEF lies within the responsibility of the Principal to decide upon involvement and are supported by the Board.