

### ADVERTISING AND PROMOTION

The Board is of the opinion that it is poor policy to use pupils for distributing non-school materials in the community or for soliciting funds or in sales campaigns to finance extracurricular activities. It is, therefore, the policy of the Board to limit such activities.

Pupils may engage in raising funds, under the control of the school, for certain approved pupil activities and for a limited number of charities, subject to the following conditions:

1. The project has the approval of the Building Principal of the school involved, and of the Chief School Officer.
2. Any charity involved has been selected by the students as one in which they wish to participate.
3. All collecting of money for charitable donations must be taken in a manner consistent with section 19.6 of the Rules of the Board of Regents.

The following acts are not prohibited by section 19.6 of the Rules of the Board of Regents:

-Fund-raising activities which take place off school premises or outside of the regular school day. Thus, recruiting children during the school day for participation in fund-raising activities is permissible as long as the activities themselves occur off school premises or outside of the school day.

- Arms-length transactions where the contributor receives something for her or his donation. Thus, this rule does not prohibit the sale of goods or tickets for concerts or admission to social events where the proceeds go to charity, because the purchaser receives a consideration – the concert or admission to a social event- for the funds expended.

- Indirect forms of charitable solicitation on school premises that do not involve coercion, such as having a bin or collection box in a hallway or other common area for the donation of food, clothing or money. In these instances, the collection activity is passive, and no pressure is exerted upon students to participate. What the rules does prohibit is approaching students in their classrooms or homerooms and asking them directly to donate money or goods to charity.

First Reading 11/28/94

Second Reading and Adoption 12/12/94