

**Regulation  
Solicitations**

**Descriptor Code: KEB-R(1)**

**Fundraising Guidelines**

The following guidelines shall govern all fundraising activities. As set forth herein, it is the responsibility of the Principal, Regional Superintendent, Superintendent or designee to ensure that fundraising activities at his/her school, at the central office, or on behalf of the District is conducted in accordance with the Board policy and regulation. If funds raised for a designated use are not spent within an 18 month period, those funds may be used for another similarly related purpose benefiting the school, department or District, as appropriate.

**A. ELEMENTARY SCHOOL FUNDRAISERS**

- 1. School-Based Fundraising Activities** – School fundraising activities must be school-based and be held on school property. The school may partner with parent and community organizations to conduct fundraising activities, but the school must maintain custody of the funds. All requests for fundraising activities to be held off of school property must be submitted in writing to the Regional Superintendent for written approval. Requests must also include all relevant contracts, Memorandums of Understanding or other documentation for use of the proposed venue.
- 2. Fundraising Plan** - At the beginning of every school year, but no later than September 15th, each school must present a fundraising plan to their Regional Superintendent for approval. The fundraising plan must include the following:
  - 1) annual fundraising goal;
  - 2) event schedule and budgets; and
  - 3) spending objectives
- 3. Results Report** - Schools must also report the results of each fundraiser to the Regional Superintendent with an adjusted budget or fundraising event schedule based on the fundraising outcome. All money raised must be used for its intended purpose and shall be subject to periodic audit.
- 4. Training** - All elementary school principals and bookkeepers must be trained on fundraising regulations and procedures prior to conducting any fundraising activities.

The following fundraising activities are permitted:

- a) Fall Fair/Spring Carnival

- b) Field Day/Spirit Day
- c) Musical Showcase/School play
- d) Arts and crafts sale
- e) After-school dance
- f) Cake walks
- g) Food fundraisers (i.e. Chick-fil-a) shall not interfere, conflict or detract from the school nutritional program
- h) Raffles - as long as licensing requirements and other state law and rules are followed (see DeKalb County Sheriff Rules at [http://www.dekalbsheriff.org/web/public/index\\_commendation.php#3](http://www.dekalbsheriff.org/web/public/index_commendation.php#3), and application at [http://www.dekalbsheriff.org/home/dekal2/public\\_html/media/File/Down%20Load%20Forms/Raffle%20License%20Application.pdf](http://www.dekalbsheriff.org/home/dekal2/public_html/media/File/Down%20Load%20Forms/Raffle%20License%20Application.pdf))
- i) Any other activity approved by the Regional Superintendent/Superintendent

The following fundraising activities are prohibited:

- a) Casino night, bingo games, lotteries or games of chance
- b) Beauty pageant or other popularity contests
- c) Events involving the sale of alcohol or tobacco
- d) School dances during instructional time
- e) Door-to door sales of any kind
- f) Pre-packaged fundraising activities that require sharing student information with a third party
- g) Any activity that will remove or distract students from instructional time
- h) Any other activity prohibited by the Regional Superintendent or Superintendent

5. **Responsibilities** – It is the responsibility of the principal and the Regional Superintendent to ensure compliance with the Board Policies, regulations and procedures.

## **B. MIDDLE AND HIGH SCHOOL FUNDRAISERS**

1. All student organizations must be authorized by the Principal and sponsored by a faculty member. All student organizational activities must be conducted on a voluntary basis and must not interfere or conflict with or distract from instructional time.
2. The fundraising activities and budget of student organizations and classes must be approved by the Principal. All funds collected must be accounted for through bookkeeping procedures prescribed by the Director of Audits & Compliance of the DeKalb County School District and the Principal of the school. The bookkeeping procedures to be prescribed shall include receipts, deposits, and issuance of checks, encumbrances, and purchasing.

The following fundraising activities are permitted:

- a) Admission to school athletic, entertaining, or performing arts events.
- b) School publications (annuals, annual snapshots, literary magazines, newspapers etc.)
- c) Authorized school organization membership dues
- d) Items produced by the students in conjunction with the instructional program and donated to an authorized school organization (art projects, Junior Achievement products, shop products, etc.)
- e) School concession stand stock, school spirit items and programs
- f) Items derived through environmental management projects, such as the collection of paper, glass or aluminum.
- g) Services such as car washes (Car washes shall not be held on school property or involve the use of water metered through a school facility.)
- h) Admission to productions by student, professional, or semiprofessional groups presented at a time that does not conflict with instructional hours
- i) Food fundraisers, including food trucks
- j) Raffles as long as licensing requirements and other state law and rules are followed (see DeKalb County Sheriff Rules at [http://www.dekalbsheriff.org/web/public/index\\_commendation.php#3](http://www.dekalbsheriff.org/web/public/index_commendation.php#3), and application at [http://www.dekalbsheriff.org/home/dekal2/public\\_html/media/File/Down%20Load%20Forms/Raffle%20License%20Application.pdf](http://www.dekalbsheriff.org/home/dekal2/public_html/media/File/Down%20Load%20Forms/Raffle%20License%20Application.pdf))
- k) Any other activity approved by the Regional Superintendent or Superintendent

The following fundraising activities are prohibited:

- a) Casino night, bingo games, lotteries or games of chance
- b) Beauty pageant or other popularity contests
- c) Events involving the sale of alcohol or tobacco
- d) School dances during instructional time
- e) Door-to door sales of any kind
- f) Pre-packaged fundraising activities that require sharing student information with a third party
- g) Any activity that will remove or distract students from instructional time
- h) Any other activity prohibited by the Regional Superintendent or Superintendent

**3. Responsibilities** - It is the responsibility of the principal and the Regional Superintendent to ensure compliance with the Board Polices, regulations and procedures.

### C. Department/District Fundraisers

1. Departments must submit written fundraising requests and a fundraising plan 60 (sixty) days in advance to the Superintendent for approval. The fundraising plan must include:
  - a) Description and intended purpose of the event
  - b) Fundraising goal
  - c) Event budget and timeline, and
  - d) Spending Objectives
2. Department must also report the results of each fundraiser with an adjusted budget or fundraising event schedule based on the fundraising outcome. All money raised or donated items must be used for its intended purpose and shall be subject to periodic audit.
3. All departmental/District fundraisers are subject to all fundraising prohibitions and requirements included in this regulation.
4. **Responsibilities** – It is the responsibility of the Division Chief to ensure compliance with the Board Policies, regulations and procedures.

### D. Parent Support Groups –

Fundraising activities may be conducted by parent support groups (PTA/PTO), sports or academic groups, etc.

1. The organization must be authorized in writing by the Principal and exist to enhance the curriculum goals of the school.
2. The organization's program of activities and budget must be planned in conjunction with and approved in writing by the Principal.
3. Activities must not conflict with or detract from instructional time.
4. All items purchased for use by the students and/or faculty become the property of the DeKalb County Board of Education and must be entered on the inventory of the school.
5. Sales by parent support groups must not be made to employees or students on school property before, during or after their regular day.
6. Sales by parent support groups at special occasions (carnivals, festivals, etc.) on nights or non-school days are permitted.
7. Elementary school students are prohibited from participating in door-to-door, fund-raising activities sponsored by the school or by a school-related organization in which students would be selling items or soliciting contributions, pledges, or orders.

8. Deficit financing and deferred payments are STRICTLY PROHIBITED.

**E. Advertising in School for Fundraising Activities**

Any advertising for fundraisers must conform to Board Policy KJ: Advertising in the Schools.

The following advertising in schools is acceptable:

- a) Advertising which is nonpolitical and nonsectarian in nature
- b) Advertising which is in good taste and reflects the values of the community

Advertising containing the following is strictly prohibited:

- a) Tobacco products
- b) Items of which the sale to minors is prohibited by law
- c) Pornography or publications or activities which contain obscenities or pornography
- d) Any material or activity which is denigrating or scurrilously attacks individuals or ethnic, religious, or racial groups, whether within or outside of the school
- e) Publications which aim at creating hostility and violence
- f) Any other advertisement prohibited by the Regional Superintendent or Superintendent

**F. Vendor Contracts/Agreements** - Principals must exercise reasonable care before entering into a contract with a vendor for goods to be sold as an approved fundraising activity. Principals shall not agree to contract terms that exceed \$5000.00, require a minimum number of goods to be sold, or terms that hold the school responsible for the cost of unsold or excess goods provided by the vendor. Any goods not sold shall remain the property of the vendor and shall be returned, in a timely manner, at the conclusion of the fundraising event. Contracts exceeding \$5000.00 must be reviewed by the Office of Legal Affairs through the Regional Superintendent and signed by the Superintendent.

**G. Fundraisers with Third Party Companies** - Fundraisers that rely on third party companies who are paid or receive a percentage of fundraising proceeds, such as companies providing product sales, must enter into a written agreement with the school or school organization clarifying services and payment, and must provide contact persons of at least three nonprofit or public organizations with whom they have done business. The school should follow up with these persons as references and must forward the contract to the Office of Legal Affairs for review through the Regional Superintendent. A department must follow the same protocol as a principal with approval ultimately by the Superintendent before entering into any agreement with a third-party fundraising company.

**H. Fundraising for Charitable Organizations** – Schools, departments and/or the District,

parent or student organizations may choose to participate in fundraising for charitable organizations such as Relay for Life, March of Dimes, ALS etc. where funds raised go directly to support the organization.

All fundraising activities for charitable organizations require the following information to be submitted to the Principal, Regional Superintendent or Superintendent 45 (forty-five) days prior to the activity:

1. Documentation from the organization officially stating that the local school is participating in a fundraiser to benefit the Organization.
2. The organization shall be designated as a nonprofit, charitable organization by the IRS.
3. The organization shall be licensed as a corporation.
4. Activities shall be limited to those that have recognized educational value
5. All funds raised shall be remitted directly to the community organization immediately after conclusion of the fundraising event. No rebates to the school or school-sponsored organization or individuals shall be permitted.
6. Participation must not necessitate absence from school.
7. All activities must be nonpolitical, nonsectarian and noncommercial.
8. All charitable organizations who desire to use DeKalb County School District facilities to conduct the fundraiser must also comply with Board Policy KG Use of School Facilities.

#### **I. Crowdfunding Websites (GOFUNDME, DONORSCHOOSE.ORG, And Other Sites)**

The following regulation governs the use of Crowdfunding websites in the DeKalb County School District:

1. Use of a Crowdfunding website or accounts to raise funds or equipment in the name of the DeKalb County School District, any local school, class or club is ONLY permitted as outlined below:
  - a) Schools must use approved crowdfunding sites that send proceeds and/or items directly to school or District, NOT individual employees or other approved users.
  - b) Only Principals, Assistant Principals, teachers, coaches, or division heads may request to use crowdfunding.
  - c) All school based requests to use crowdfunding must be made in writing

to the principal 45 days in advance of desired launch date.

- d) All principal requests to use crowdfunding for a school must be made to the Regional Superintendent 30 days in advance of desired launch date.
- e) All department or district based requests to use crowdfunding must be made in writing to the Superintendent 30 days in advance of desired launch date.
- f) All requests must be approved in writing before postings are published.
- g) All money or items received through crowdfunding websites must be used by the school, department or District for their designated purpose.
- h) All crowdfunding activities must be fully compliant with all Board Policies and procedures.

## 2. LIABILITY

- a) DeKalb County School District is not responsible or liable for misuse of any Crowdfunding website or account by any employee, teacher, coach, or division head.
- b) In the event funds raised under this policy are misapplied, misused or misappropriated, it is not the District's responsibility to replace the funds. The District shall investigate and discipline any employee misconduct where appropriate and may seek repayment from the employee.
- c) DeKalb County School District is not responsible or liable for failure of the site including deletion or erasure of the funds raised.