POLICY:	EDUCATION-BUSINESS RELATIONSHIPS					#	308
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APPROVAL/REVISION DATE:	August 2024	EFFECTIVE DATE:	August 2024	REVIEW DATE:	August 2029		
CROSS REFERENCE:	Coded Memo: BUS-10 - Charitable Donations						

A: POLICY

1. 1.1 The Thunder Bay Catholic District School Board supports the development of sustainable education-business relationships with the Church, community groups, businesses, corporations, labour groups, civic organizations, industries, government agencies, colleges, universities and others.

1.2. Any education-business relationship must

a) further the implementation of the Board's mission and mandate,

b) enhance the quality of education for its students,

c) be consistent with the Board's Catholic faith dimension, educational practices, policies and procedures, good business practices and the social teachings of the Catholic Church, and

d) be compatible with the school(s) improvement plan(s).

B: DEFINITIONS

2. 2.1 A **partnership** is an agreement founded on the concept of mutual benefit. It is primarily based on the exchange of human and/or physical resources.

2.2 A **sponsorship** is an agreement between the Board/a school and a company or community-based organization through which the sponsor provides financial or resource support in exchange for recognition within the school or Board.

2.3 A **donation** is a gift made by an individual or group which may be in the form of cash, goods, or resources.

C: PRINCIPLES

3. The Board believes in and supports the following principles as they relate to education- business relationships.

3.1 Education-business relationships will be characterized by respect and mutuality and with a focus on improving the educational possibilities of the students, school communities and the system.

3.2 Education-business relationships must reflect the Board's values and purposes.

3.3 A key purpose of any education-business relationship is the enhancement of student learning.

3.4 The avoidance of undue commercialism is an essential factor in a successful educational partnership.

3.5 Local school/community partnerships should be priorities.

3.6 Appropriate means to acknowledge or recognize contributions to the Board and its schools include:

- displaying signage, banners, plaques and logos;
- acknowledgement in programs and commemorative certificates;
- recognition on communications and media releases.

3.7 Education-business relationships will not allow partnerships, sponsorships or donations to exploit students, school communities and parents through inappropriate promotion, or marketing strategies that include:

- distribution of marketing surveys; and
- product references, or sampling.

3.8 Education-business relationships will avoid involvement in contentious political, moral or social issues.

3.9 Any resources resulting from education-business relationships are valuable complements to, but not replacements for, the essential resources that should be publicly funded.

3.10 Any materials/funds received by the Board or by schools, as a result of education-business relationships, become the property of the Board.

3.11 Opportunities must exist within each education-business relationship for all partners to achieve their respective goals.

3.12 Only education-business relationships in which each partner is committed to fulfilling the agreed upon partnership plan should be considered.

3.13 No employee or volunteer may personally benefit, materially or financially, from any education-business relationship agreement.

3.14 Education-business relationship practices must meet all legislative and Board policy requirements.

3.15 Any request by a partner organization for pupil or parent/guardian data must be consistent with the requirements of the Education Act, the Municipal Freedom of Information and Protection of Privacy Act, and be morally acceptable to the Board.

D: ADMINISTRATIVE GUIDELINES

4. 4.1 PARTNERSHIPS

Prior to entering into a partnership agreement, the participating school(s), or Board staff shall clearly determine the expectations of the partnership. The following information shall be collected to determine the eligibility and/or viability of the partnership and shall form the details to be outlined in a partnership agreement:

4. 4.1 Partnerships (continued)

a) the purpose of the program partnership;

b) the duration;

c) the roles and responsibilities of the program partners, including students;

d) the program materials and/or support services and costs for each of the partners; and

e) how the curriculum and student expectations will be measured.

4.2 PARTNERSHIP APPROVALS

4.2.1 *Board-level partnerships* involving monetary implications exceeding $10,000 must receive the approval of the Board. The $10,000 threshold will be reviewed annually by the Board.

4.2.2 *System-wide partnerships* shall be approved by the Director of Education or designate.

4.2.3 *Partnerships within an individual school* shall be approved by the Principal in consultation with the school's Supervisory Officer.

All approved partnerships will be reported to the Supervisory Officer, who will maintain a record of the same.

4.2.4 A formal partnership agreement will be required, unless otherwise determined by the Supervisory Officer.

4.2.5 Board and system level partnership agreements take priority over school level agreements. Schools may not enter into partnership agreements that conflict with Board or system level agreements. All school level agreements will be for one year and must be renewed annually.

5. 5.1 SPONSORSHIPS

Prior to entering into a sponsorship/advertising agreement the following information shall be collected for evaluation purposes:

a) the nature and product or service of the sponsor;

b) information about the sponsor's history and ownership;

c) the nature of the sponsorship agreement;

d) the duration of the agreement;

e) the roles, responsibilities and rights of the partners; and

f) the details of the proposed outcomes of the sponsorship.

5.2 SPONSORSHIP APPROVALS

5.2.1 *Board-level sponsorships* involving monetary implications exceeding $10,000 must receive the approval of the Board. The $10,000 threshold will be reviewed annually by the Board.

5.2.2 *System-wide sponsorships* shall be approved by the Director of Education or designate.

5.2.3 *Sponsorships within an individual school* shall be approved by the Principal in consultation with the school's Supervisory Officer.

All approved sponsorships will be reported to the Supervisory Officer, who will maintain a record of the same.

5.2.4 A formal sponsorship agreement will be required, unless otherwise determined by the Supervisory Officer.

5.2.5 Board and system level sponsorship agreements take priority over school level agreements. Schools may not enter into sponsorship agreements that conflict with Board or system level agreements. All school level agreements will be for one year and must be renewed annually.

6. 6.1 DONATIONS

The following details shall be confirmed prior to accepting a donation:

a) the purpose of the donation;

b) the details of the proposed outcome of the donation;

c) the roles, responsibilities and rights of the partners; and

d) if applicable, the conditions relating to the issue of tax receipts, outlined in coded memorandum BUS 24, have been met.

6.2 DONATION APPROVALS

6.2.1 *Board-level donations* involving monetary implications exceeding $10,000 must receive the approval of the Board. The $10,000 threshold will be reviewed annually by the Board.

6.2.2 *System-wide donations* shall be approved by the Director of Education or designate.

6.2.3 *Donations within an individual school* shall be approved by the Principal in consultation with the school's Supervisory Officer.

All approved donations will be reported to the Supervisory Officer, who will maintain a record of the same.

6.2.4 A formal donation agreement will be required, unless otherwise determined by the Supervisory Officer.

6.2.5 Receipts for income tax purposes will be issued where appropriate. Coded memorandum BUS-10 outlines the conditions that must be met prior to a tax receipt being issued. It should be consulted prior to accepting any donations.