

**DISTRICT WIDE REVENUE GENERATION ACTIVITIES**

The Board of School Trustees recognizes that in the foreseeable future Provincial Government funding will likely be insufficient to meet all of the education needs of our students. While the Board will continue to pressure the Provincial Government to provide adequate funding and to amend the education finance formula to treat all Districts fairly, it will also pursue revenue generation opportunities to supplement government funding. The Board is willing to consider District for-profit initiatives, public-private partnerships and joint-ventures, endorsements, sponsorships and other types of business relationships that provide extra funding for the District. However, these initiatives must be compatible with the District's mandate to provide a quality education for the K-12 students in our jurisdiction. The integrity of the public school system must be protected and every initiative must respect the District's privileged relationship with its students, parents and staff.

- 1.00 The Superintendent and the Secretary Treasurer are to examine all reasonable revenue generation opportunities that may be of financial benefit to the District.
- 1.01 The Board is willing to give business partners exclusive rights to market and sell their products and services to various District constituents.
- 1.02 All agreements will be for a specified period and must be approved by the Board.
- 1.03 With the exception of initial pilot projects, opportunities must be offered equitably to as many potential partners as possible. A pilot project must not be longer than 12 months.
- 1.04 School District constituents who may be affected by a specific proposal are to be consulted before the proposal is approved by the Board.
- 1.05 All initiatives must be conducted according to the highest ethical standards and be respectful of community standards.
- 1.06 A partnership will not be considered with a business substantially involved in the sale of alcohol, tobacco or material inappropriate for children.
- 1.07 All materials distributed to students, staff and parents must be approved by the Superintendent and Secretary Treasurer.
- 1.08 Any reference to or use of the District's name, logo, slogan, mission statement or reputation must be approved by the Superintendent and the Secretary Treasurer.

- 1.09 Any announcement or press release is to be jointly administered by the Board and the business partner.
- 1.10 All sponsored products, materials and services must meet specifications and standards used by the School District in the purchase of similar goods and services.
- 1.11 Revenues generated by District-wide initiatives that directly involve schools will be shared between the District and the schools on a 50-50 basis, net of expenses. If an existing school-based revenue generation initiative becomes part of a District-wide initiative, the school is guaranteed to receive at least as much revenue as it was earning on its own, and 50 percent of any net increase in revenue that results from the District initiative.
- 1.12 In view of the fact that some schools have greater capacity to raise money than others, revenue sharing arrangements should strive for equity.
- 1.13 Multi-year agreements which include future schools in their revenue projections should take into account the interests of those schools.