



## **SD 42 POLICY: 4110**

### **REVENUE GENERATION**

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#### **PHILOSOPHY:**

The Board of Education will pursue revenue generation opportunities and grant opportunities to supplement government funding.

The Board is willing to consider school district for-profit initiatives, public-private partnerships and joint-ventures, endorsements, sponsorships and other types of business relationships that provide extra funding for the school district. However, these initiatives must be compatible with the Board'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 school district's privileged relationship with its students, parents and staff.

#### **AUTHORITY:**

The Board assigns the responsibility for the implementation of the Revenue Generation policy to the Superintendent of Schools and the Secretary Treasurer and authorizes the Superintendent of Schools and the Secretary Treasurer to establish procedures that will guide the implementation of this policy.

#### **GUIDING PRINCIPLES:**

- 1.0 The Superintendent and the Secretary Treasurer or Designate are to examine all reasonable revenue generation and grant opportunities that may be of financial benefit to the school district.
- 1.1 All agreements will be for a specified period and must be approved by the Superintendent and the Secretary Treasurer or Designate.
- 1.2 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.
- 1.3 All initiatives must be conducted according to the highest ethical standards and be respectful of community standards.
- 1.4 A partnership will not be considered with a business substantially involved in the sale of alcohol, tobacco, cannabis or material inappropriate for children.
- 1.5 All materials distributed to students, staff and parents must be approved by the Superintendent and Secretary Treasurer or Designate.
- 1.6 Any reference to or use of the school district's name, logo, motto, slogan, mission statement or reputation must be approved by the Superintendent and the Secretary Treasurer or Designate.
- 1.7 All sponsored products, materials and services must meet specifications and standards used by the School District in the purchase of similar goods and services.

**APPROVED: January 24, 2018**

**REVIEWED: June 2021**