



Fund-Raising and Sponsorship in Schools

1.0 INTRODUCTION

Schools are regularly approached by charitable and commercial organisations for co-operation in supporting fund-raising initiatives or in promoting specific projects. The following guidelines should assist Head Teachers make informed decisions about issues relating to fund-raising and sponsorship.

2.0 COLLECTIONS

Permission may be granted to undertake fund-raising projects or sponsored activities on a group basis at the discretion of the Head Teacher. It would generally be assumed that such projects would be for the benefit of the school, local or wider community, or have a humanitarian focus.

Where Head Teachers grant permission for such activities in relation to an external organisation, it must be clearly established that parents approve of their child(ren)'s participation.

The collection of money from individual children for any unapproved purpose is not allowed.

3.0 TRADING

The buying and selling of any article in or through the medium of the school is prohibited with the following exceptions.

- sale of food and refreshments in school cafeteria or dining rooms;
- sale of food and refreshments through tuck shops and/or vending machines operated for the benefit of school funds;
- sale of sweatshirts, sports shirts as approved items of school uniform or team colours;
- sale of books, computer software or audio-visual materials;
- sale of products developed by school enterprise companies as part of the curriculum; eg tea-towels, calendars, Christmas cards.
- making and sale of individual and class photographs.
- sale of memorabilia items (tea-towels, mugs, pens, etc) marking significant stage in school's development eg centenary celebrations.

The exceptions listed above may be operated at the discretion of the Head Teacher, subject to parental permission having been given for individual pupils to take part in the sale of these articles

In the case of books, computer software and audio-visual materials, Head Teachers should endeavour to ensure that the materials offered for sale are appropriate to the age group/stage of pupils involved.

4.0 ESTABLISHING AUTHENTICITY OF REQUEST

Cases have arisen in the past of people approaching schools or parents directly giving the impression that they have received permission from the Education, Communities and Economy Directorate to promote their activities. These statements should not be accepted unless the school has previously been advised that the approach has been approved or the individual can produce a letter of authority to that effect.

Information on any individual approaching schools and making such claims, without written authority should be passed to Education Section without delay so that the matter may be appropriately investigated.

5.0 SPONSORSHIP

There are opportunities for individual establishments and the education service as a whole to benefit from sponsorship or advertising. However, establishments should be aware of the following conditions before entering into such arrangements:

- Organisations pursuing political activities are not permitted to sponsor educational activities;
- Organisations or commercial activities involved in the manufacture and/or sale of alcohol and tobacco related products are excluded from involvement in sponsorship of educational activities;
- The sponsorship agreement should be designed to encourage educational objectives of the activity/event concerned and should not incur additional revenue expenditure by the Council;
- No member of staff should benefit financially or materially from the sponsorship scheme.

Any sponsorship proposal should be discussed in the first instance with the Head of Education. Thereafter, if approved, the proposal should be discussed with the Parent Council or Parent Teacher Association. Where appropriate, arrangements will be made to submit any proposal for sponsorship to the Education Committee for final approval.

If sponsorship or advertising is likely to impinge upon property of the Education, Communities and Economy Directorate, either buildings or equipment, advice should be sought at a very early stage from the Education Section.

6.0 FURTHER INFORMATION

If further information or guidance is required on any of the points outlined above, please contact the Education Section.

Education, Communities and Economy
Midlothian Council
Fairfield House
Dalkeith
EH22 3ZG
Telephone 0131 270 7500