

THE SCHOOL DISTRICT OF PHILADELPHIA

No. 702.2 (NEW)

SECTION: 700

TITLE: FUNDRAISING
AND CROWDFUNDING

ADOPTED: April 26, 2018

REVISED:

702.2 SCHOOL-BASED FUNDRAISING AND CROWDFUNDING (NEW)

Purpose

The School Reform Commission recognizes that many schools conduct fundraising and crowdfunding campaigns to provide additional resources to support school activities. This policy serves:

- a) To regulate and provide guidelines to ensure the proper usage of fundraising and crowdfunding as it pertains to the schools within the School District of Philadelphia.
- b) As a guide for schools that want to publish an online campaign to raise funds for specific projects in district schools in the form of in-kind or monetary donations.

Definitions

Fundraising - an effort to raise money for a worthwhile project or cause that does not involve submitting an application or proposal. It encompasses a wide range of strategies, including online "crowdfunding," individual donor outreach, and various events (i.e.: bake sales, auctions, etc.).

Crowdfunding - the practice of funding a project or idea by raising small donations from a large number of individuals. This typically occurs on the internet through the use of various platforms (e.g., Philly FUNDamentals, DonorsChoose).

In-Kind Goods and Services - donations in the form of goods and services, rather than cash. Donated items become property of the School District and should be included in the school's inventory.

Student Activity Fund - is an account in a school's name, under the Federal Tax Identification Number of the School District, controlled by the Principal, at a bank determined by the School District. The funds in such accounts can only be used for purposes that are related to the school's educational program, and may NOT be used to pay a District employee or contractor, due to IRS requirements. Only grants and gifts of

\$5,000 or less may be deposited into a Student Activity Fund; grants and gifts of \$5,000 or less that are to be used to pay a District employee or contractor must be managed through the District's central financial system and a Grant Budget Analyst will be assigned.

Authority

School-based fundraising and crowdfunding activities are permitted under the direction of or in cooperation with school district principals. The purpose of all school-based fundraising activities should be to generate resources to support the educational mission and priorities of each school, as articulated by the principal and the school's leadership team. School-based personnel, including principals, teachers and others who may be engaged in generating such resources should be supported with information about best practices and other resources that can help with fundraising.

Delegation of Responsibility

The Superintendent or designee shall create administrative procedures to effectuate this policy and provide guidance to school district principals and other school staff on how best to approach fundraising and crowdfunding activities. The Superintendent or designee shall disseminate the administrative procedures created, as well as other resources and information about fundraising best practices, to all school-based personnel via website postings, broadcast newsletters, and training workshops.

Legal References

1. Pol. 145 - Student and Staff Wellness
2. Pol. 229 - Student Fundraising
3. Pol. 230 - Public Performances by Students
4. Pol. 618 - Student Activity Funds
5. Pol. 702 - Gifts, Grants, Donations, Scholarships
6. Pol 707 - Use of School Facilities

Related Information

For questions or assistance with crowdfunding efforts, please contact The Office of Grant Development at grants@philasd.org or 215-400-4150.

FUNDRAISING AND CROWDFUNDING GUIDELINES

(Attachment for Policy No. 702.2)

All funds raised must support the school's priorities as established by the principal. As a part of planning for fundraising and crowdfunding campaigns, District employees are encouraged to contact the Office of Grant Development for support (e.g. for info about best practices, for editorial assistance, and for assistance in connecting with specific offices that must be consulted before and after the campaign has achieved its goal.)

The only online crowdfunding sites supported by the School District of Philadelphia are Philly FUNDamentals and DonorsChoose. Employees that launch crowdfunding campaigns using other online platforms do so at their own risk, and are fully responsible for managing any proceeds generated thereby, as well as any tax implications that may arise.

Online Crowdfunding Platforms

1. **Philly FUNDamentals**: is managed by The Fund for the School District of Philadelphia, an independent 501(c)3 not-for-profit organization. Philly FUNDamentals is a website, developed by the Fund for the School District of Philadelphia, that allows any donor to find a school and give directly to that school's needs identified by the principal. The schools are plotted on a map and donors can search the site to find a profile of each school. School profiles include a message from the principal, a description of the need, school performance and demographic information and a link to the school's website. After learning more about the school, donors give directly toward the cost of the project. The website is <https://fundamentals.thefundsdp.org/>.
2. **DonorsChoose**: empowers public school teachers from across the country to request much-needed materials and experiences for their students. Only teachers may develop a classroom project. When successfully funded, DonorsChoose notifies the principal and sends the requested materials to the school. The website is <https://www.donorschoose.org/>.

Restricted Actions

1. Fundraising efforts that violate the Pennsylvania School Code or other District policies (e.g. selling alcohol, selling unhealthy food or food in conflict/competition with healthy school meals, using students for fundraising, and using buildings for permanent advertising purposes.)
2. Reimbursing District employees for their contributions to fundraising campaigns with School District or Student Activity Funds.

3. **Creating campaigns that benefit individuals.**
4. **Creating an online crowdsourcing campaign in the name of the School District of Philadelphia or one of its schools on a platform other than Philly FUNDamentals or DonorsChoose.**

Workflow

The school principal supports school-based fundraising and crowdfunding by:

- **Determining and adhering to a list of school priorities established with school-based staff, School Advisory Councils, home and school associations, friends of groups, and/or other nonprofit partners.**
- **Coordinating any projects that involve capital improvements, facilities maintenance, or the purchase of assets such as equipment with the appropriate District office before the fundraising effort is publicized. (e.g. Capital, Facilities, Office of General Accounting).**
- **Ensuring that school-led fundraising efforts comply with all other relevant District policies (including Wellness policies) and that complete records of school-led fundraising activities are maintained.**
- **The school principal must approve of all school-led fundraising activities prior to the start of the campaign.**

The School District's Office of Grant Development shall support principals by:

- **Assisting in the development of school fundraising priority setting.**
- **Explaining fundraising and crowdfunding best practices.**
- **Discussing pertinent SRC policies.**
- **Offering editorial assistance on related fundraising materials.**

The Fund for the School District of Philadelphia shall support principals by:

- **Developing and maintaining a crowdfunding platform for the raising of funds for school priorities established by principals.**

The Office of Grant Compliance and Grant Fiscal Services shall support principals by:

- **Establishing a budget and ABC code for any funds raised for a particular priority that will be larger than \$5,000 and for any funds raised that involve paying a District employee or contractor.**