

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.