

THE SCHOOL DISTRICT OF PHILADELPHIA

No. 702.2

SECTION: 700

TITLE: FUNDRAISING
AND CROWDFUNDING

ADOPTED: April 26, 2018

REVISED:

702.2 SCHOOL-BASED FUNDRAISING AND CROWDFUNDING

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.