
CARROLL COUNTY PUBLIC SCHOOLS ADMINISTRATIVE REGULATIONS

BOARD POLICY KHBA: SCHOOL-RELATED FUND RAISING

These administrative regulations provide guidance for school related organizations to have fund-raising activities at schools.

1. The following are approved fund-raising projects:
 - a. Sale of student photographs, yearbooks, and class rings to parents/legal guardians
 - b. Sale of advertising space to finance the production of a school yearbook, newspaper, and/or programs for events.
 - c. Fund-raising projects of an entertaining nature after school hours.
 - d. Raffles
 - e. Concessions outside of the school day
 - f. School based sales as approved by the principal
 - g. Other projects organized with prior approval of the Superintendent/designee.
 - h. Organizations may sell advertising at athletics and/or other school sponsored events under the following conditions:
 - i. Advertising will be permitted on vinyl banners. Three (3) sizes are permitted:
 1. 2' (h) x 3' (w) at \$250 per banner/per school year
 2. 3' (h) x 5' (w) at \$500 per banner/per school year
 3. 5' (h) x 8' (w) at \$1,000 per banner/per school year
 - ii. Banners will be white with the school's mascot and lettering in school colors. A company logo which incorporates trademark colors may also be included. The following statement shall be included on all banners and digital displays: "CCPS does not endorse the sponsor or message of this advertisement."
 - iii. Advertising will be permitted on the LED displays. An average of 5 advertisements per hour at \$250 per sponsor/per school year will be sold. Purchases of up to three time slots (5 per hour) of advertisement are permitted.
 - iv. Wording and graphics used on the banner or digital advertisements must be appropriate for schools as determined by administrative regulations for Board Policy KHB. Further, these banners or digital displays may not include messages that:
 1. express hate, racial slurs, or sexual harassment
 2. can be directly interpreted or construed as carrying a "double meaning" involving sexual innuendo; tobacco, alcohol or drug use; gang symbols; weapons; or sexual activity.
 3. could contribute to a disruptive, hostile or intimidating environment
 - v. Banners which endorse political candidates during an election will be permanently removed by school personnel at the conclusion of the election.
 - vi. Banners will be displayed on stadium fences during regularly scheduled home events. Banners shall be visible to spectators while arriving, leaving, or viewing the stadium event. Banners shall not be displayed at indoor events. However, banners at the Carroll County Career and Technology Center and

- the Gateway School may be displayed at approved indoor locations with consultation of the Director of High Schools.
- vii. Digital advertisements will be displayed from the beginning of the contest until the conclusion of the contest, interspersed with both school/county & team information, approximately 1/3 of the time devoted to each.
 - viii. Banners shall be placed by fund raising groups under the direction of the principal.
 - ix. Carroll County Public Schools will not be responsible for banners that become damaged or vandalized. Banners that become damaged or vandalized shall be removed by school personnel and returned to the appropriate fund raising group.
 - x. Banners may only be displayed during the academic school year. Banners shall be removed by school personnel.
 - xi. Lists of sponsors purchasing banners or digital advertisements may not be announced at athletic events or in the school newsletter.
 - xii. All approved fund raising groups may participate in the sale of banners. However, all money raised by each group through banner sales must be donated to the school in one check accompanied by a written statement designating which program(s) the donation shall support. A limit of \$100,000 per fiscal year may be raised through the sale of banners and digital advertisements at each school. Sale of banners will be available to each fund raising group until the limit of \$100,000 is reached. Competition between fundraising groups is prohibited.
 - xiii. All banners sponsored by businesses or individuals are the property of Carroll County Public Schools and will be destroyed at the conclusion of each school year, unless claimed by the appropriate fund raising group.
 - xiv. Banners shall not be re-used in subsequent years.
 - xv. The Superintendent of Carroll County Public Schools may discontinue approval for a banner or digital advertisement at any time.

2. Guidelines

- a. The principal/designee must authorize in advance and in accordance with this policy all fund raising activities conducted by school-sponsored organizations or clubs and individual school classes or grade-level groups.
- b. The Superintendent of Schools/designee must authorize in advance all fund raising activities conducted by county-wide student organizations.
- c. The fund raising group will plan and supervise all fund raising activities sponsored by these organizations. The principal will coordinate each activity in advance with the leadership of the organization to make certain that these activities do not interfere with the instructional program or previously planned school-sponsored fund raising activities. The principal will be responsible for informing the leadership when he/she feels the activity is not appropriate.
- d. Representatives of a PTA or other parent-sponsored activity or a school club or organization will coordinate the daily collections of sales to avoid using or impacting instructional time, either directly or indirectly.
- e. All funds received by a school shall be managed in accordance with the Office Professionals Procedures Manual – Finance Section.

- f. If funds are used to purchase supplemental educational materials or equipment that enhance the instructional or extra-curricular program, or if such materials or equipment are donated, they become the property of Carroll County Public Schools. All materials and equipment must be approved for use in Carroll County Public Schools, and must conform to appropriate standards, specifications, and guidelines, and must be appropriate to the curriculum in the grades where they are to be used. The guidelines established by the Carroll County Public School systems' Purchasing Department must be followed whenever a school's independent activity funds are used to purchase materials and equipment.
- g. Funds raised by fund raising groups shall not be used to employ anyone to deliver the instructional program during the regular school day.
- h. Principals must inform parents that neither the school nor Carroll County Public Schools endorses the products that are sold or sanctions the services that are offered by businesses.
- i. Fund raising activities are not to include residential door-to-door sales by any students.