

Business/Non-Instructional Operations

School Fundraisers

Fundraising

While the Board of Education is committed to securing and allocating sufficient resources to ensure that all New Milford Public School students receive appropriate school programming, the Board recognizes that fundraising activities and campaigns allow teachers and organizations to procure supplemental funding for specific projects and programs that may greatly enhance the educational experiences of New Milford Public School students. Accordingly, the Board of Education permits District employees and District-affiliated organizations to participate in fundraising activities on behalf of District students so long as the rules and procedures set forth in this policy and its accompanying administrative regulations are strictly adhered to.

Definitions

Campaign: A fundraising effort designed to raise funds to meet an advertised goal or need.

Crowdfunding: The practice of funding or supplying a project through monetary or personal property donations, typically via the Internet, for a particular purpose or cause. Examples of crowdfunding websites include Donors Choose, GoFundMe, AdoptAClassroom, ClassWish, EdBacker, GoFundMe, Indiegogo, Kickstrater, PledgeCents and YouCaring.

Eligible Organizations: School-sponsored student organizations that have been formally recognized and/or approved by the Board of Education and granted permission to engage in fundraising activities on behalf of the District, subject to the requirements of this policy. Parent-sponsored organizations are not subject to the requirements of this policy.

Board Property

All money and items received in connection with traditional or crowdfunding fundraising campaigns shall become the property of the New Milford Public Schools unless explicitly disclaimed by the Board of Education. All money and items generated as a result of approved campaigns are subject to the same controls and regulations as other District monies and property except as otherwise provided for under state and federal law or Board of Education policy. In no event, shall any money or property received by the Board of Education pursuant to a traditional or crowdfunding campaign be distributed for any use inconsistent with the mission of the New Milford Board of Education.

Fundraising Campaign Requests

Written Request Requirements

District employees and eligible organizations wishing to initiate either a traditional or crowdfunding fundraising campaign for the benefit of the District must first obtain written

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permission to do so by submitting a campaign request form, consistent with the requirements of this policy, to the applicable building principal, or in the case of District employees not assigned to a specific District school, to a designated Central Office administrator. District employees and eligible organizations must receive written permission to engage in a fundraising campaign by a designated administrator before launching a fundraising campaign for the benefit of District students and programs.

Fundraising campaign request forms shall be available in school offices and/or on the District's website. Fundraising campaign requests that are incomplete, not submitted in writing, and/or that do not meet the requirements of this policy shall not be considered for approval.

Fundraising campaign request forms must include the following:

1. The name, job title, school and email address of the requester, or, if the applicant is an eligible organization, the name and contact information of a representative of the eligible organization who shall be responsible for overseeing the fundraising campaign;
2. The monetary fundraising target and/or a listing of the specific items/supplies being requested for donation;
3. The classroom(s), program(s) and/or activity or activities to be benefited; and
4. The start and projected end dates of the campaign;

In addition to the foregoing, crowdfunding requests shall also include the following information:

1. The name and website address of the crowdfunding website to be used;
2. The exact language to be used in the online narrative advertising the crowdfunding campaign;
3. A copy of the proposed crowdfunding website's terms and conditions of use; and
4. A signed acknowledgement that the requesting District employee, or a designated representative of an eligible organization, has read and reviewed the crowdfunding site's terms and conditions of use and that such terms and conditions do not conflict with this policy.

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Review of Fundraising Campaign Requests by Designated Administrators

Fundraising campaign requests shall not be approved by a designated administrator unless such administrator determines the following:

1. The proposed fundraising campaign has a purpose that is consistent with the mission and goals of the New Milford Public Schools and will not be inappropriate or harmful to the best interests of students;
2. The proposed fundraising campaign meets the requirements set forth in this policy and its accompanying administrative regulations;
3. The proposed fundraising campaign's request narrative and/or supporting advertisements explicitly state that donated monies and items shall become the property of the New Milford Board of Education;
4. The proposed fundraising campaign will not imply endorsement of any business or product;
5. The money or items/supplies to be collected pursuant to the proposed fundraising campaign will be used in a manner consistent with District-approved curriculum;
6. The money or items/supplies to be collected pursuant to the proposed fundraising campaign will not result in undesirable or hidden costs to the District;
7. The money or items/supplies to be collected pursuant to the proposed fundraising campaign will not restrict future District action;
8. Where fundraising proceeds are in the form of monetary funds, such funds must be sent to the Superintendent or the Director of Finance, either of whom shall ensure that appropriate accounting procedures are utilized and that such funds are held until such time as they are spent for their stated purpose;
9. Where the proposed fundraising campaign seeks items or supplies the proposal appropriately establishes that the requested items or supplies:
 - a. Can be safely utilized by District students and staff;
 - b. Will be fully compatible with existing equipment, programs and/or materials;
 - c. Will not require the District to dedicate significant amounts of money or time for installation or maintenance; and
 - d. May be appropriately incorporated into District-approved curriculum;

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10. Where the proposed fundraising campaign seeks technology related items the proposal appropriately establishes that the District's Director of Information Technology has confirmed that the requested technology is appropriately compatible with the District's technology infrastructure;
11. The proposed fundraising campaign has a specific, pre-determined beginning and ending date;
12. The gift or donation for which the fund-raiser is held shall be of sufficient benefit to the school and/or students to justify the fund-raising activity;
13. The mechanics and procedures of the fundraising activity shall not pose an unacceptable burden to school staff members nor subject the school to any significant risks or responsibilities in handling funds;
14. Fund-raisers which involve students through their class, school club or group shall be supervised by a staff member who, along with the school Principal, accepts the responsibility for the mechanics and procedures of the fund-raiser;
15. The number of fund-raising activities per school year shall not be excessive, and shall be appropriate to the school environment;
16. Students in grades K-5 shall not be asked to solicit funds or sell merchandise outside of their home;
17. The proposed fundraising campaign will not be in conflict with state or federal law or Board of Education policy.

Prohibited Fundraising Campaign Activity

If a District employee or eligible organization's fundraising request is approved, the employee or organization must comply with all provisions contained in the approved proposal request form. Notwithstanding a building administrator's prior approval of a fundraising campaign, the Superintendent and Board of Education reserve the right to deny fundraising campaign requests or to direct District employees or eligible organizations to suspend or discontinue active fundraising campaigns, if the Superintendent or Board of Education determines that a particular campaign conflicts with the mission, goals or objectives of the New Milford Public Schools.

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Approved fundraising campaigns must not:

1. Disparage the New Milford Board of Education, the New Milford Public Schools or any of its buildings, programs, students, or employees or paint the District or any of its buildings, programs, students, or employees in a negative light;
2. Include pictures of current or former District students on any website except with the prior written permission of the student's parent or guardian, or the student or former student, if the student or former student is 18 years of age or older;
3. Include the personally identifiable information of any District student or former student on any website;
4. Be used for personal gain or for any other purpose other than those expressly stated in the campaign's purpose;
5. Result in funds and/or items being directly provided or delivered to the District employee who requested the funds and/or items;
6. Solicit funds for items or projects that are religious or political in nature or that have a religious or political purpose;
7. Violate Title IX or any other applicable state or federal law;
8. Be contingent on additional District spending or require "matching" funds from the District or another organization;
9. Request food items that do not meet the "smart snacks" standards of the USDA regulations for school nutrition; or
10. Contain language that suggests or states that an item or items for which the donations are being sought are required for or otherwise integral to a student's special education program, necessary for a student to achieve his/her IEP goals, or necessary to ensure participation of a student or students with disabilities in school or any program offered by the District.

Notwithstanding a building administrator's prior approval of a fundraising campaign, the Superintendent and Board of Education reserve the right to deny fundraising campaign requests or to direct District employees or eligible organizations to suspend or discontinue active fundraising campaigns, if the Superintendent or Board of Education determines that a particular campaign conflicts with the mission, goals or objectives of the New Milford Public Schools.

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Employee Requirements

District employees, including coaches, may not engage in fundraising campaigns related to their roles or duties as a District employee or otherwise benefiting the District, including District programs, initiatives, students or staff, without first receiving prior written approval from a designated administrator. Likewise, only eligible organizations that have received prior written approval by a designated administrator pursuant to this policy are permitted to utilize fundraising campaigns for District purposes or programs. Groups, clubs and/or organizations that have not been granted formal recognition or approval by the Board may not be granted permission to engage in fundraising campaigns on behalf of the District.

District employees and eligible organizations that have not obtained prior written approval to engage in fundraising activity pursuant to this policy may not solicit funds or items on behalf of the District; give the appearance of soliciting funds or items on behalf of the District on a crowdfunding or other website; use the District's name, logo, mascot, or other identifying information on a crowdfunding or other website; or link to or reference any of the District's websites, social media sites, or any other online platforms on a crowdfunding or other fundraising website.

Absent prior written approval by a designated administrator pursuant to this policy, District employees are prohibited from identifying on a crowdfunding site that they are an employee of the District. Employees may not utilize their District email address for any crowdfunding campaigns, unless the campaign has been approved by the District.

District employees shall not use their positions to compel or coerce students, parents, guardians or community members to donate or otherwise participate in any fundraising campaigns. District employees shall likewise not take any adverse action against or withhold any benefit from any students, parents, guardians or community members who elect not to donate or otherwise participate in any fundraising campaign.

Approved Campaigns

Approved fundraising campaigns must operate in accordance with all applicable laws, Board of Education policies and administrative regulations. If a District employee or eligible organization's fundraising request is approved, the employee or eligible organization shall be responsible for maintaining all materials and information relating to the campaign and keeping District administration apprised of the status of the campaign. It shall be the continuing responsibility of the individual whose fundraising campaign is approved to ensure that all applicable laws and rules, including rules and requirements established by any crowdfunding site, if applicable, are followed.

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Each Principal shall develop and maintain a list of all approved fundraising activities operating within his or her school and report all activities to the Superintendent pursuant to procedures issued by the Superintendent.

The Superintendent will furnish the Board of Education with an up-to-date listing of all fundraising activities being conducted in the schools during the Superintendent's Report portion of all regularly scheduled Board meetings.

Crowdfunding Campaigns

Crowdfunding campaigns may only be permitted to take place via crowdfunding websites that have been approved by the Superintendent or his or her designee. In order to be approved a proposed crowdfunding site must meet the following requirements:

1. The site must be operated by a legitimate corporation or limited liability company with no history of fraud, unlawful activity, financial mismanagement or other misconduct; and
2. The site must have a policy that requires funds and/or items donated to a crowdfunding campaign go directly to the applicable school or district and not the individual who launched the crowdfunding campaign.

The Superintendent or his or her designee shall maintain a list of approved crowdfunding sites. District employees or eligible organizations that want to use a crowdfunding site in connection with a campaign that has yet to be approved by the Superintendent or his or her designee may request that the proposed crowdfunding site be reviewed for approval.

When a crowdfunding campaign request lists multiple possible crowdfunding sites, those crowdfunding sites designed for crowdfunding by schools and/or educators shall be given preference, so long as they meet the requirements of this section.

If a District employee or eligible organization's approved crowdfunding campaign is not fully funded within the time period identified in the employee or organization's request form, then donations will be returned to donors in the form of "account credits." Likewise if an approved crowdfunding campaign cannot be completed (e.g., the requesting employee has left the District) then donations shall be returned to donors in the form of account credits.

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Receipt of Donated Funds and/or Items and Supplies

Where a fundraising campaign requires the electronic transfer of funds, the Director of Finance shall ensure that such transfer is made properly and in accordance with acceptable standards of practice. Where such transfer cannot be properly achieved, the campaign should not be approved. The Director of Finance shall be promptly notified of any unused funds and determine the appropriate way to expend or return the unused funds.

The District reserves the right to refuse funds that have been raised through an approved fundraising campaign if it discovers that the project violated this policy or was in violation of a crowdfunding site's requirements, policies and/or regulations. The District likewise reserves the right to terminate any pre-approved fundraising campaign for any reason or withhold approval for any fundraising campaign project for any reason. Items obtained through fundraising must fulfill the purpose of the approved fundraising campaign.

All items/materials obtained through District-approved fundraising campaigns are the property of the District. While preference shall be given for the items/materials to be used and maintained by the employee who originally obtained them through initiating the fundraising campaign (where applicable), the District reserves the right to transfer such items/materials to another classroom and/or teacher, where necessary. Items received in response to a fundraising campaign must be delivered directly to the building administration of the building in which they will be used, if applicable.

A summary list of all approved fundraising campaigns and the funds and/or items/supplies received from each will be reported to the Board of Education by the Superintendent or his or her designee on an annual basis.

Sale of Merchandise

The sale of merchandise in connection with District-approved fundraisers must be conducted in accordance with all applicable state and federal taxing requirements. Generally only merchandise that is exempt from sales tax requirements will be permitted to be sold in connection with District-approved fundraisers. The District will not approve the sale of any merchandise that requires the District to collect and remit sales tax except without the prior approval of the Superintendent and the Director of Finance.

Delegation of Responsibility

The Superintendent shall adopt and implement all necessary administrative regulations to implement this policy. The Superintendent or his or her designee shall disseminate and explain information to building administration and post information on the District website. Building administration will be responsible for forwarding all information to staff and eligible organizations.

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Legal Reference: Family Educational Rights and Privacy Act, 20 U.S.C. §§ 1232g et seq.

34 CFR 99.1-99.67

Connecticut General Statutes

§ 7-479 Conflicts of Interest

Regulations of Conn. State Agencies

§ 10-145d-400a Code of Professional Responsibility for Teachers

§ 10-145d-400b Code of Professional Responsibility for Administrators

(cf. 1324 – Fundraising In and For the Schools)

Policy adopted: March 12, 2002
Policy revised: June 10, 2008
Policy reviewed: February 25, 2014
Policy revised: December 21, 2021

NEW MILFORD PUBLIC SCHOOLS
New Milford, Connecticut

NEW MILFORD PUBLIC SCHOOLS
New Milford, Connecticut 06776
REVISED 9/22/21
FUNDRAISING ACTIVITY REQUEST FORM - ITEM #1
REF. BOE POLICIES 1324 & 3281

REQUESTER: _____ **JOB TITLE:** _____

EMAIL ADDRESS: _____

SCHOOL: _____ **DATE:** _____

ORGANIZATION: _____

ACTIVITY ADVISOR: _____

FUNDRAISING ACTIVITY: (PLEASE CHECK ONE)

GIFT/DONATION: _____ **SOLICITATION:** _____

SALE OF GOODS: _____ **SALE OF SERVICES:** _____

NOTE* RAFFLES OR GAMES OF CHANCE ARE NOT PERMITTED

DETAILS OF PROPOSED FUNDRAISING ACTIVITY:

PURPOSE OF FUNDRAISER – DETAIL INTENDED USE(S) OF FUNDS:

PROPOSED START AND END DATE OF FUNDRAISER: _____

FUNDRAISING TARGET \$ _____

IF FUNDRAISER INVOLVES THE SALE OF GOODS OR SERVICES, INDICATE RE-SALE OR RANGE OF RE-SALE PRICES \$ _____

NOTE* THE MAXIMUM ALLOWABLE RE-SALE PRICE IS \$20.00 PER UNIT.

ESTIMATED TOTAL GROSS REVENUE FROM FUNDRAISER \$ _____

SIGNATURE ACTIVITY ADVISOR: _____ **DATE:** _____

BUILDING PRINCIPAL AUTHORIZATION: _____ **DATE:** _____

BUSINESS OFFICE AUTHORIZATION: _____ **DATE:** _____

SUPERINTENDENT AUTHORIZATION: _____ **DATE:** _____

FUNDRAISER ID# (ASSIGNED BY BUSINESS OFFICE) _____

NEW MILFORD PUBLIC SCHOOLS
New Milford, Connecticut 06776
REVISED 9/22/21
FUNDRAISING ACTIVITY FOLLOW-UP FORM - ITEM #2
REF. BOE POLICIES 1324 & 3281

NAME OR DESCRIPTION OF ACTIVITY _____

FUNDRAISER ID # ASSIGNED BY C/O FROM ACTIVITY APPROVAL FORM #1 _____

SCHOOL: _____ DATE: _____

ORGANIZATION: _____

ACTIVITY ADVISOR: _____

HAS THE AUTHORIZED FUNDRAISING EVENT TAKEN PLACE: YES _____, NO _____

DID THE EVENT TAKE PLACE ON THE PROPOSED DATE: YES _____, NO _____

IF NO, ON WHAT DATE DID IT OCCUR: _____

A) ACTUAL GROSS RECEIPTS FROM EVENT: \$ _____

NOTE THIS VALUE MUST EQUAL THE TOTAL OF DEPOSITS TO THE RELEVANT ACTIVITY ACCOUNT (PLEASE INDICATE FUNDRAISER ID# ON DEPOSIT VOUCHERS)*

EXPENSES (If Any) INCURRED TO RUN EVENT:

NOTE ANY & ALL EXPENSES RELATED TO THE FUNDRAISER MUST BE PAID DIRECTLY FROM THE RELEVANT ACTIVITY ACCOUNT BY CHECK. (PLEASE INDICATE FUNDRAISER ID# ON ALL DISBURSEMENT REQUESTS) IF ANY PREPARATION EXPENSES WERE INCURRED PRIOR TO THE ACTUAL EVENT PLEASE INCLUDE BELOW WITH CORRESPONDING ACTIVITY CHECK#.*

(Please Describe & Itemize)

1)	_____
2)	_____
3)	_____
4)	_____
5)	_____
6)	_____

B) TOTAL EXPENSES: \$ _____

A) - B) = NET PROCEEDS TO ORGANIZATION \$ _____

SIGNATURE OF ADVISOR: _____

RECEIVED BY BUILDING PRINCIPAL: _____ DATE: _____

RECEIVED BY BUSINESS OFFICE: _____ DATE: _____

NEW MILFORD PUBLIC SCHOOLS
New Milford, Connecticut 06776
REVISED 9/22/21
FUNDRAISING CROWDFUNDING FORM - ITEM #3
REF. BOE POLICIES 1324 & 3281

NEW MILFORD PUBLIC SCHOOLS
Crowdfunding Campaign Request Form

Please return signed and completed form to your designated administrator. Approval must be received from the designated administrator prior to the launch of any crowdfunding campaign.

Please Note: If requesting technology or donations to purchase technology, documentation from the technology department confirming support must accompany this request.

Requesting Employee/Eligible Organization

Individual Employee Request

Name: _____

Building: _____

Job Title: _____

Email: _____

Phone: _____

Eligible Organization Request

Organization Name: _____

Member #1 Name: _____

Member #1 Email: _____

Member #1 Phone: _____

Member #2 Name: _____

Member #2 Email: _____

Member #2 Phone: _____

Crowdfunding Campaign Proposal

Please describe the purpose of the proposed crowdfunding campaign (use additional pages if necessary):

Crowdfunding site (or sites) to be used if request is approved (please reference District's list of proposed crowdfunding websites):

Social media site(s) to be used for promotion (if applicable):

Monetary target for crowdfunding campaign (if applicable):

If goal is not reached, what will occur with donated funds:

Items/supplies being sought through crowdfunding campaign:

If technology related items are being sought through crowdfunding campaign has the District's Director of Information Technology determined that the requested technology is appropriately compatible with the District's technology infrastructure:

Classroom(s), program(s) and/or activity or activities to be benefited via crowdfunding effort:

EXACT narrative to be posted online if request is approved (use additional pages as necessary):

Anticipated start date for crowdfunding campaign: _____ End date: _____

Employee Acknowledgement

By signing this form you acknowledge that you have read and reviewed the proposed crowdfunding site(s) terms and conditions of use and that such terms and conditions do not conflict with Board policy 3281.

Individual Employee Request

Signature: _____

Date: _____

Eligible Organization Request

Member Signature: _____

Date: _____

Designated Administrator Review

Approved ☐

Denied ☐

More Information Needed:

Explanation: _____

Administrator's Signature: _____ Date: _____

NEW MILFORD PUBLIC SCHOOLS
Crowdfunding Campaign Review Checklist

This form should be used by designated administrators to review crowdfunding campaign requests made by District employees and eligible organizations. Please review campaign request to determine if applicable requirements of the Board's fundraising campaign policy – Policy 3281 have been met.

1. Proposed crowdfunding campaign has a purpose that is consistent with the mission and goals of the New Milford Public School System and will not be inappropriate or harmful to the best education of students:

Yes____No ____
2. Proposed crowdfunding campaign meets the requirements set forth in Board Policy 3281 and its accompanying administrative regulations:

Yes____No ____
3. Proposed crowdfunding campaign's request narrative and/or supporting advertisements explicitly state that donated monies and items shall become the property of the New Milford Board of Education:

Yes____No ____
4. Proposed crowdfunding campaign will not imply endorsement of any business or product:

Yes____No ____
5. The money or items/supplies to be collected pursuant to the proposed crowdfunding campaign will be used in a manner consistent with District-approved curriculum:

Yes____No ____
6. The money or items/supplies to be collected pursuant to the proposed crowdfunding campaign will not result in undesirable or hidden costs to the District:

Yes____No ____

7. The money or items/supplies to be collected pursuant to the proposed crowdfunding campaign will not restrict future District action:

Yes____No _____
8. Proposed crowdfunding campaign has a specific, pre-determined beginning and ending date;

Yes____No _____
9. Proposed crowdfunding campaign will not be in conflict with state or federal law or Board of Education policy.

Yes____No _____

Specific Considerations for Crowdfunding Campaigns Seeking Items/Supplies

1. Requested items/supplies can be safely utilized by District students and staff:

Yes____No _____
2. Requested items/supplies will be fully compatible with existing equipment, programs and/or materials;

Yes____No _____
3. Requested items/supplies will not require the District to dedicate significant amounts of money or time for installation or maintenance:

Yes____No _____
4. Requested items/supplies may be appropriately incorporated into District-approved curriculum:

Yes____No _____

Crowdfunding Request for Technology Related Items

The designated administrator should review all crowdfunding requests with the District's Director of Information Technology to determine whether the requested technology is appropriately compatible with the District's technology infrastructure.

Requested technology is appropriately compatible with the District's technology infrastructure:

Yes _____ No _____

Designated Administrator Review

Approved ☐

Denied ☐

More Information Needed:

Explanation: _____

Administrator's Signature: _____ Date: _____