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Educating for life

Christian Brothers' College Boksburg

Konig Rd, Boksburg, Gauteng

011 917- 9518 | www.cbc.org.za

## SPONSORSHIP, FUNDRAISING AND DONATIONS POLICY

### INTRODUCTION

At Christian Brothers' College, Boksburg we seek to maximise the important educational benefits that can be obtained through sponsorship, fundraising and donations as a vehicle to improve the learning outcomes of learners.

Christian Brothers' College, Boksburg encourages Sponsorships, Fundraising and Donations in the context of seeking greater engagement and involvement of families, friends and the broader Christian Brothers' College, Boksburg Community in supporting its objectives. Sponsorship seeking or referral is encouraged by the College as a means of generating alternative revenue sources and of providing particular assistance to certain College programs.

In approaching organisations, the College must be aware of the reasons organisations may consider sponsorship. These include:

- To demonstrate good corporate citizenship;
- To demonstrate commitment to a community;
- To generate positive visibility to increase sales;
- To generate favourable media interest and publicity; and
- To compete with other companies.

Christian Brothers' College, Boksburg must be aware of these possible motivations and ensure that the good reputation of the College is not compromised by organisations seeking to gain an advantage in these areas. The College will not engage in sponsorship arrangements that are inconsistent with the ethos and purpose of Christian Brothers' College, Boksburg.

### POLICY

#### PURPOSE

The purpose of the policy is to set clear guidelines when considering offers of sponsorship or when entering into arrangements that involve promotion of products or services at the College.

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**DEFINITIONS** as they relate to this policy:

- Donation is the provision of funds, goods or services to learners, teachers and the College without expectation of a reciprocal benefit.
- Sponsorship is the negotiated provision of funds, goods or services to learners, staff or the College for which reciprocal benefits may be available to the sponsor.

'Reciprocal Benefits' may include:

- Naming rights
- Advertising, including the placement of logos
- Provision of goods bearing a sponsor's name or logo
- Provision of uniforms and equipment

Please Note: Sponsorship does not include donations or charitable contributions with no expected reciprocal benefit.

Sponsorship is for a limited and defined period.

### **Sponsorship General Principles**

The overriding principle of this policy is that the College has an obligation to protect its name and reputation. Therefore, the Headmaster, and where appropriate under this policy, the College management, has the right to determine who may be a sponsor and what, if any, reciprocal benefits may apply.

Unless specifically excepted, sponsorship proposals involving the promotion of alcohol, tobacco, narcotics, gambling or other products not in keeping with the College's purpose or values will not be accepted.

The College's acceptance of a sponsorship proposal will not imply an affiliation between the College and the Sponsor.

Where the College determines to offer a sponsorship opportunity to the community, such an opportunity will be offered to the Parents College Partnership first.

A sponsor cannot use the College's name without specific consent from the College Headmaster.

Any sponsorship arrangement must recognise the right of the College to terminate the sponsorship should the general principles of the policy no longer be met. For example, this may result from the sponsoring company's change in ownership/structure or repeated failure to correct identified problems.

The College may issue a receipt to the sponsor for the amount of sponsorship received. It is the responsibility of the sponsor to assess the tax deductible status of the sponsorship to the sponsor.

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## GUIDELINES

Sponsorship or promotion of a product or service may be accepted by Christian Brothers' College, Boksburg under the following conditions:

There is a direct financial or resource benefit to the College.

- The product or service is consistent with the ethos and values of the College Community
- The sponsorship or promotion does not interrupt or adversely affect the College's educational program There is no pressure placed on the learners or families of Christian Brothers' College, Boksburg, or the College itself, to purchase the product or service.
- There is no expectation that the College will endorse the product or service.

## GENERAL PRINCIPLES

Donations, sponsorships or promotions will:

- be used to enhance educational programs
- be negotiated with the principal or delegate in line with this policy
- be compatible with good educational practice
- not generate undue pressure on learners, parents or the College to purchase the product or service
- not involve endorsement of products by the College
- not give the company or organisation any advantage in a tender process

Acceptance or purchase of a sponsor's product or service will not be a condition of learners' participation in sponsored activities

## ACKNOWLEDGEMENT

Donations, sponsorships or promotions may be acknowledged in the Christian Brothers' College, Boksburg Newsletter or other means of communication when appropriate and as negotiated with the College Headmaster.

- Other acknowledgements (logos on clothing, banners etc.) will be negotiated with the College Headmaster.
- No permanent advertising / signs will be permitted.
- Materials provided as part of a sponsorship or promotion may be clearly identified as those of the sponsor.

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### Application for Sponsorship, Fundraising or Donation

Advice of Sponsorship proposals should be provided by email to the Headmaster by completing the Sponsorships, Donations and Fundraising Approval Form. For any enquiries please email [hmaree@cbc.org.za](mailto:hmaree@cbc.org.za) ensuring that all relevant contact details and queries are outlined.

It is recommended that sponsorship/donation requests be made well in advance of the event for the sponsor/donor's convenience and for best results.

This single reference point will enable a single sponsorship database to be maintained. The aim is to ensure that sponsorship requests are in the best interests of the wider College community including the College fundraising committee by orchestrating all sponsorship approaches.

The final decision of all sponsorship/donor proposals remains with the Headmaster.

**Donations** refers to gifts given, and may take various forms, including cash, services and new or used goods that will benefit Christian Brothers' College, Boksburg.

- Donations to Christian Brothers' College, Boksburg are tax deductible to the donor.
- Property or gifts in kind received by the College or Association should be acknowledged describing the property or gift accurately, without a statement of the gifts market value.
- The College must take every effort to avoid accepting a gift from or entering into a contract with a prospective donor, which would knowingly place a hardship on the donor or place the donor's future well-being in jeopardy.
- The representative of the College or Parents College Partnership, when dealing with persons regarding commitments on major estate assets, must encourage donors to seek legal advice or the services of their accountants or other professional advisors.
- Monetary/cash donations are required to be deposited into the College nominated account.
- Monetary/cash donations can be earmarked for specific purposes (e.g. the purchase of library books) as agreed between the Headmaster and donor. Tax deductible donations to the Christian Brothers' College, Boksburg are required to be applied to the cost of eligible College facilities.

### PARENT NOTIFICATION

Any material sent home related to advertising material will be approved by the Headmaster in line with this policy.

A letter will be sent home to parents in relation to activities with approved sponsorship and the option for parents to withdraw their child/children from the activity.

- There is no expectation that learners or families will be used to circulate advertising materials.

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APPROVAL FORM

Donor Information:

<b>Business Name:</b>	<b>Name:</b>
<b>Street Address:</b>	<b>E-Mail:</b>
	<b>Phone:</b>
<b>Website:</b>	<b>Alternative Phone:</b>

Donor/Sponsorship Description

<b>TICK ONE:</b>	<input type="checkbox"/> Cash	<input type="checkbox"/> Product/Item	<input type="checkbox"/> Service	<input type="checkbox"/> Other
<b>Amount/ Description:</b>				<b>Date:</b>
<b>Notes:</b>				

Contact Information

<b>Contact Information:</b>	
<b>Position/ Title:</b>	
<b>Phone:</b>	
<b>Mobile:</b>	
<b>Email:</b>	

Office:

<b>Date of Approval:</b>	
<b>Headmaster's Signature:</b>	

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