



SD 42 POLICY: 4110

REVENUE GENERATION

PHILOSOPHY

The Board of Education ("Board") actively pursues revenue generation and grant opportunities to supplement government funding. The Board is open to for-profit initiatives, public-private partnerships and joint-ventures, endorsements, sponsorships, and other types of business relationships that provide additional funding for the school district. These initiatives must align with the Board's mandate to provide a quality education for K-12 students and must protect the integrity of the public school system. Every initiative must respect the school district's privileged relationship with its students, parents, and staff.

AUTHORITY

The Board delegates implementation of this policy to the Superintendent and the Secretary Treasurer. The Superintendent and Secretary Treasurer shall establish procedures to guide its implementation.

GUIDING PRINCIPLES

1. **Alignment with District Values and Educational Goals:** All reasonable revenue generation and grant opportunities must align with the values and educational goals of the school district.
2. **Approval and Oversight:** All agreements must be approved by the Superintendent, the Secretary Treasurer or their Designate to ensure they meet the district's standards and objectives.
3. **Equitable Opportunities:** Except for initial pilot projects, opportunities must be offered equitably to a broad range of potential partners. A pilot project must not exceed 12 months in duration without the approval of the Superintendent or Secretary Treasurer.
4. **Ethical Standards:** All initiatives must adhere to the highest ethical standards and respect community norms and values.
5. **Prohibited Initiatives:** Initiatives involving alcohol, tobacco, cannabis, or materials inappropriate for children are strictly prohibited.
6. **Approval of Materials:** All materials distributed to students, staff and parents must receive prior approval by the Superintendent and Secretary Treasurer, or their Designate.
7. **Use of District Identity:** Any reference to or use of the school district's name, logo, motto, slogan, mission statement, or reputation must be approved by the Superintendent, the Secretary Treasurer, or their Designate.
8. **Quality Standards:** All sponsored products, materials and services must meet specifications and standards used by the school district for similar purchases.

APPROVED: January 24, 2018

UPDATED: September 18, 2024