

St. Augustine Public Montessori School

Advertising, Sponsorship & Donor Policy

Background and Statement of Policy:

St. Augustine Public Montessori School (SAPMS) is a charter school in the St Johns County School District. Like other public schools, students do not pay tuition to attend SAPMS and funding for the school is dependent upon State Department of Education FTE (per pupil) funding. The FTE funding is set by the state legislature and allocated on an annual basis. This state funding does not provide for start-up costs or facility expenditures. SAPMS is always looking for opportunities to raise additional funding through grants and private donations. Fundraising campaigns are defined as organized efforts to solicit money, gifts and grants for the explicit purpose of enhancing SAPMS' budget in accordance with its mission. These charitable donations will arise from multiple private sources such as individuals, firms, corporations, groups, trusts, and /or foundations. This Policy applies to all forms of fundraising campaigns for the benefit of SAPMS.

Examples of fundraisers include, but are not limited to, the following:

1. Advertising;
2. Items for sale, produced by the organization (e.g. bake sales, etc);
3. Items for sale, directly related to the organization's mission, goals, and daily activities (e.g. plant / produce sale from the SAPMS garden);
4. Items for sale, directly promoting school spirit (e.g. items with SAPMS logo);
5. Services for sale (e.g. car wash);
6. Cash donations for raffles;
7. Resale of items donated to the organization (e.g. silent / live auction, rummage sale); and
8. Direct requests.

Purpose of Policy:

As a public Montessori school, SAPMS seeks to provide an educational environment in which teaching and learning can occur relatively free from the pervasive messages of the broader commercial society. The advertising and sponsorship policy is designed to guide decision-making for school volunteers and personnel who are approached by external advertisers or sponsors and for seeking supplemental revenue to support school activities from external advertisers or sponsors. The policy also is designed to be mindful of the school's status as a non-profit organization under the law.

Guidelines:

SAPMS welcomes corporate and individual support and advertising in SAPMS publications subject to the following guidelines:

1. SAPMS will not accept advertising or sponsorship that reflects in a negative manner on the school, does not align with its mission statement, or is not in the best interest of the health and safety of the school community as determined by St. Augustine Public Montessori School Board of Trustees (Board).
2. SAPMS does not accept advertising or corporate sponsorship that involves or gives the appearance of involving any activity which could result in the following:
 - a. Promotion of hostility or violence;
 - b. An attack on ethnic, racial, gender, sexual orientation, or religious groups;

- c. Promotion of the use of drugs, alcohol, tobacco, gambling, weight loss products or plans, check cashing, credit cards, or firearms;
 - d. Promotion of sexual, obscene, or pornographic activities; or
 - e. Promotion of any image that is not in keeping with the established goals and purposes of SAPMS as defined exclusively by SAPMS Board.
3. The SAPMS Board will set forth a detailed description of donor recognition, if any, associated with any special fundraising event and the annual fundraising Gala. Donors typically will not be acknowledged by SAPMS beyond that recognition stated. All donors should be given a copy of the recognition plan at the time a donation is made.
 4. SAPMS does not endorse, directly or by implication, any businesses, products, or services of any donors or advertisers.

Definitions:

"Advertising" means offering *limited space for a specified fee* in a print publication to another party for the purpose of promoting or marketing any trade or business, or any service, facility or product. Advertising includes messages containing qualitative or comparative language, price information or other indications of savings or value, an endorsement, or an inducement to purchase, sell, or use any company, service, facility or product.

"Sponsorship" means accepting a contribution from a business, commercial enterprise, group, individual, trust or foundation, in acknowledgment of the contribution the sponsor may receive a printed or other acknowledgment that is limited to only the business name, logo, address, telephone, and/or Internet address. In addition, sponsors may be given *without cost* space within a program or other publication related to the event sponsored.

"Donor" means accepting a contribution from a business, commercial enterprise, group, individual, trust or foundation without anticipation of any printed or other acknowledgment by SAPMS.

Revenues:

Advertising

To ensure SAPMS complies with applicable tax laws and regulations, the Director (or Board, until such time as a Director is hired) must approve all advertising contracts. All revenues received as a result of such contracts are to be classified as advertising revenues.

Charitable Donations & Sponsorship

Because donations and sponsorships are charitable contributions by IRS definition and must be appropriately receipted under the law, all gifts received must be reported to the Director (or Board, until such time as a Director is hired) in order to ensure accurate accounting and acknowledgment of all contributions.

Restrictions and Requirements:

SAPMS acknowledges that a policy of this nature may not address every possible issue that may arise with respect to advertising and fundraising activities. As a result, SAPMS reserves the right to impose reasonable restrictions and/or requirements with respect to the time, place, duration, and manner of advertising, sponsor/donor acknowledgments and fundraising activities. These restrictions and/or requirements may be in addition to, or in lieu of, those set forth in this policy.

SAPMS reserves the right to amend this policy at any time.