

Policy Statement		
		Policy No. C-23
SUBJECT:	Solicitation and Sponsorships	
Approval Date: March 29, 2005	Resolution No: C-04/05-216	
Revision Date: September 27, 2022	Resolution No: C-22/23-21	
Origin: Council of Commissioners		

1. PREAMBLE

The WQSB welcomes the financial, human, and material contributions of individuals as well as public and private organizations that wish to enhance learning for students, foster their social development and support their success in their chosen field of study.

At the same time, the WQSB seeks to ensure that the mission and responsibilities of its schools are respected to maintain an educational environment free of commercial influence.

2. OBJECTIVE

To provide principles and parameters to guide solicitation and sponsorships in WQSB schools.

3. PROVINCIAL LEGISLATION AND GUIDELINES

This policy must be read in conjunction with the following documents: Education Act (Quebec), last amendment: September 16, 2020 Sections 90, 91, 94, and 113 <https://www.canlii.org/en/qc/laws/stat/cqlr-c-i13.3/161579/cqlr-c-i-13.3.html>

Consumer Protection Act (Quebec), last amendment: October 31, 2021
Sections 248 and 249

<https://www.legisquebec.gouv.qc.ca/en/document/cs/P-40.1?&target=>

Guidelines for Schools on Advertising and Financial Contributions (Quebec),
September 1999 <https://collections.banq.qc.ca/ark:/52327/bs42065>

4. DEFINITIONS

Contribution: Donation of money, product (goods or services), equipment, service or gift that benefits the school or its students.

Sponsorship: Support for an activity or a project to acquire goods or equipment offered by a business, organization or individual.

Commercial solicitation: Any process intended to require, induce, invite, solicit, or encourage the purchase or procurement of a product or service for promotional purposes. This includes the presentation or dissemination of information about discounts or commercial practices, or any other advantage for the purchase of a product or service.

5. POLICY

WQSB Governing Boards are authorized to solicit and receive financial, material and human contributions from an individual, business or organization wishing to support school activities that align with the mission of the school.

The activities must be consistent with the policies and procedures of the WQSB.

The solicitation and receipt of *financial* contributions shall not be established to compensate for inadequate provincial or local funding for instruction or basic teaching materials. Such contributions should not be borne out of necessity which will lead to dependence.

Where *materials* are provided and intended for classroom use, they should be subjected to rigorous evaluation (e.g., accuracy and completeness, objectivity, commercialism, bias and stereotyping).

Where *human* contributions are solicited or offered (e.g., to provide a service to students) on an ongoing basis, appropriate screening (e.g., criminal background check with vulnerable sector screening) must be conducted to maintain the safety of the school community.

Contributions and donations cannot be accompanied by a condition stipulating or requiring that students, their parents, or persons at the school will be subjected to commercial solicitation and encouraged to purchase certain goods or services.

A contribution or donation may be accompanied by a reference to the donor (e.g., through a thank-you speech, temporary display, a mention in the school's newsletter or in a graduation yearbook). However, if such acknowledgement includes a logo that is familiar to young people, the appearance of that logo may be considered advertising. As per s. 248 of the Consumer Protection Act, no person shall advertise for commercial purposes to persons under thirteen years of age.

Parameters

The Governing Board must approve, through a majority vote, all contributions (solicited and received; financial, material or human) and such approval must be documented in meeting minutes.

The Governing Board should assess potential contributions by considering the following:

- a) Alignment with school mission
 - Aligns with the school's education project.
 - Creates conditions that energizes the school and prepares students for the future.
 - Provides students with opportunities to experience the wider world beyond the classroom.
 - Reinforces the connection between education and becoming a full member of society.
 - Aids in student and teacher development

b) Avoidance of commercial solicitation

- Contributions should meet an identified educational need, not a commercial motive.
- Contributions must not exploit students.
- Contributions must not include a condition that students, their parents or persons in the school will be subjected to commercial solicitation and/or required to purchase certain goods or services.
- Any school entering into a contribution agreement must do so with individuals, organizations, companies, institutes, or foundations that demonstrate good corporate citizenship.

c) Investment of school resources

- The contribution should be cost effective for the school involved.
- The school should identify appropriate resource needs to support the success of a potential contribution agreement while noting that teacher and staff participation shall be voluntary.
- A contribution agreement shall be for a specific period of time and monitored and evaluated appropriately.