

**ADMINISTRATIVE REGULATIONS CONCERNING  
FUNDRAISING ACTIVITIES**

These administrative regulations shall serve to implement the Regional School District 13 Board of Education's (the "Board") policy pertaining to fundraising activities. The Board is not responsible for any fundraising activities that are not approved in accordance with the procedures set forth in the policy and these accompanying regulations.

**Definitions**

**Charity/Giving:** Groups will also often participate in raising money for a specific charity or host a giving event. When all funds raised go to the designated charity or giving event, it is not a fundraiser.

**Crowdfunding:** A method of raising money by collecting small contributions from a large number of people usually through a fee percentage online platform to support a cause.

Common types of crowdfunding:

- Donation based – contributors give money without expecting anything in return, i.e., GoFundMe
- Reward based – contributors can receive a non-financial product or service, i.e., Kickstarter, Indiegogo

**Event:** An event may be hosted by a group, where money is paid to attend, but the funds are intended to cover costs, not to raise funds for another purpose. Events are not considered fundraisers.

**Peer to Peer Fundraising:** A method of raising money where an organization's supporters fundraising on its behalf by asking their own friends and family to donate. Individuals create personal fundraising pages connected to a single campaign, or there may be a single page with an online store. The donation can be for goods or services, such as selling pies, popcorn or by services such as reading, jumping rope, etc.

- Fundraisers share their page via email, text or social media.
- Common Peer to Peer fundraising includes:
  - Student raised funds, such as read-a-thons, color runs
  - Parent raised funds for PTO
  - Team fundraising
- Important Considerations:
  - Prior district approval and oversight
  - No use of student data privacy, such as names, photos, details without consent
  - Clear rules on handling of funds and incentives
  - Age-appropriate participation and adult supervision

## **Personally Identifiable Information**

Direct identifiers of student information including:

- Student full name
- Parent or guardian name
- Home address
- Social security number or student ID number
- Student email address
- Student likeness

Sponsor: The individual representing the organization, club, team, etc. that is responsible for the fundraiser, including permissions, forms, and accounting.

Student likeness: Includes photographs, videos, digital images or drawing representation of students without parental consent. Important exceptions are: Yearbooks, photos of a student in a public event if proper notice and opt-out process has been followed.

501(c)(3): A 501(c)(3) is a type of tax-exempt nonprofit organization in the US that is organized for charitable, educational, religious, scientific or literary purposes. The organization maintains its own bylaws, tax filing requirements, bank accounts, insurance and directors. While the organization is separate from the district, it must still comply with the district policies on fundraising and use of confidential student data.

## **Use of Crowdfunding and Peer-to-Peer Activities**

Regional School District 13 allows the use of approved peer-to-peer fundraising platforms; all general crowdfunding platforms (such as DonorsChoose, GoFundMe, etc.) that are widely available on the internet are prohibited. Prior to engaging in any peer-to-peer activities for the Board, its schools, classes, or extracurricular teams or clubs, the Sponsor (employee, student, parent support or other fundraising group) must first apply in writing to the building Principal and receive prior approval as outlined above. Prior approval of peer-to-peer activities must also include the name of the website, platform, or application to be utilized, a full description of the reason for the activity, a copy of the proposed personal profile to be listed on the site application, and the proposed content to be uploaded to the peer-to-peer website, application, or platform, including images, student names, and school logos.

In addition to following the procedures outlined below for the handling of funds and record-keeping, the following additional regulations apply to funds received from peer-to-peer activities: Any funds received from peer-to-peer activities must be deposited directly into a school activity fund and may not first be received by the employee, student, parent group, or other fundraising group with the exception of groups with their own 501(c)(3) designation. Peer-to-peer activities must comply with all Board policies, regulations and procedures, and shall not include the sharing of any confidential student information.

**Student Information:** At no time will the school district supply any online platform, application, or website with any student information, including student email addresses, names, or likeness. All information about a fundraiser will be sent to parents/ guardians to participate at their discretion. At any time personally identifiable student information is released by the platform or application being used, the district will immediately discontinue the fundraiser.

**Approved peer-to-peer sites:** To gain approval, a peer-to-peer site must, in their contract, agree to the following:

1. No targeted advertising towards students
2. No collection or storage of student information
3. No sale or trade of student information
4. A transparent breakdown of the % of profit kept by the company and % of funds going to the students, to be shared with the fundraising materials

**Student Images:** Student images may only be permitted when the image is part of an approved school sponsored fundraiser and sent directly by the student's parent/guardian to their chosen recipients. While the District cannot dictate a parent/guardian's actions on the Internet, we highly discourage all use of minor images via electronic means. We also encourage parents, if their child is posting online (over 13 years of age) to be vigilant about monitoring this activity to keep your child safe.

### **Criteria for Fundraising Activities**

To be approved, a fundraising activity must be conducted for the educational benefit of students and satisfy all of the following criteria:

1. Each student, parent support or other sanctioned fundraising activity shall have one adult designated with the overall responsibility for continuing compliance with the Board's policy and these administrative regulations pertaining to fundraising (the "Sponsor");
2. The fundraising must have a purpose consistent with the purposes of the school district and be for the benefit of its educational programs, student groups or extra-curricular activities;
3. The fundraising must not be anticipated to bring additional costs to the school district;
4. The fundraising activity must be suitable for the age and maturity of the students involved in the fundraising activity;
5. Students may not be compelled to participate in fundraising; all such fundraising activity shall be voluntary in nature;
6. Prior to a student engaging in any fundraising activity, the Sponsor shall inform his/her parent(s)/guardian(s) and written authorization shall be obtained from the parent(s)/guardian(s) to permit their children to participate;

7. The fundraising must not be inappropriate or harmful to the best educational interests of students, as determined by the administration;
8. The fundraising will not be considered an official endorsement of any business or product;
9. The fundraising must not be in conflict with any provisions of the school code or public law;
10. Door-to-door solicitations by students are prohibited by these regulations; and
11. The fundraising must comply with all applicable provisions of Board policy and regulation relating to the sale of healthy foods and beverages on school grounds or at school-sponsored events.
12. Fundraisers are intended to be a community-building experience for students that encourages participation, effort, and shared responsibility. Fundraisers that solely ask for monetary donations do not meet this purpose and will not be approved.
13. RSD 13 will keep a current list of all school-community partners approved for fundraising. These partners will complete a form that will be kept on file in the Central Office.
14. Fundraising materials, both print and electronic, shall be limited to the Sponsor's intended purpose and cannot be used to advertise for a separate organization or business.
15. The Sponsor of the fundraiser, if an employee, shall not be permitted to personally receive any gifts, bonuses, or incentives from the fundraising organization. (See Policy 1313)

### **Prior Approval Required**

Fundraising activities shall not be initiated until prior approval is secured as set forth in these regulations.

Requests for prior approval for fundraising activities anticipated to raise funds up to shall be made in advance in writing to the building Principal or his/her designee, at least one (1) month prior to the commencement of the activity. The principal or his/her designee shall indicate his/her approval in writing to the organization applying for approval.

### **Handling of Funds and Record-Keeping**

The fundraising activity must comply with all applicable policies and procedures with respect to the processing of monies by staff members and/or students (e.g. school activity fund regulations and regulations pertaining to maintaining cash within classrooms or school buildings).

Student, parent support or other sanctioned fundraising groups shall keep detailed and accurate contemporaneous records of the fundraising activity, with the Sponsor responsible for ensuring compliance with this requirement.

Such detailed and accurate records shall be subject to inspection by school officials at any time.

At the end of the activity, the Sponsor shall produce a final report showing the amount of money raised, the number of students who participated, the purposes for which the designated funds will be used, and any other information as may be required by the principal and/or Superintendent of Schools.

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