



## Sponsorship, Donations & Fundraising Policy & Guidelines

### Introduction

St Matthew's School is part of the mission of the church and it is appropriate that we engage in social action and social justice activities which are both educative and practical. For this reason the School, often through the Parents & Friends Association, accepts sponsorship and engages in fundraising activities for purpose of enhancing school resources or supporting the works of approved agencies and groups, e.g. St Vincent de Paul or Caritas.

This policy aims to provide direction in the process of seeking or accepting sponsorship and donations and the process of deciding on fund-raising activities. The policy is designed to support and encourage community partnerships, promote opportunities to support teaching and learning in our school.

### Policy

St Matthew's School will ensure that students, staff and families are offered opportunities to engage in social action and social justice activities. Preference in fundraising will always be given to official agencies of the Catholic Church.

The school will take all reasonable steps to ensure that, in seeking or accepting donations or sponsorship, the integrity of the school's Mission Statement is maintained and that its responsibility for the health and safety of members of the school community is not compromised.

The Guidelines that accompany this policy provide a first point of reference when determining the suitability of sponsorship and donations and fundraising activities.

### Guidelines

#### Fundraising

It is important to note that funds raised for a particular organisation or purpose must be given to that organisation or purpose. They cannot be diverted to another purpose after they are raised. It should also be noted that while the School has a responsibility to promote healthy and safe lifestyle choices amongst the students this must be balanced with the students' right to learn through being faced with choices and understanding the consequences of those choices.

The following checklist should be used to guide decision-making regarding fundraising activities for the school or for external agencies:

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| <ul style="list-style-type: none"> <li>• Is the philosophy of the organisation in accord with gospel values and Catholic Social Teaching?</li> </ul>   | Yes/No/NA   |
| <ul style="list-style-type: none"> <li>• Does the activity lend itself to an educational focus, ie               <ul style="list-style-type: none"> <li>- Does it assist students to participate in and understand the Mission of the Church</li> <li>- Are there high quality educational resources to support the activity?</li> <li>- Is the organisation accountable for its use of funds including administration costs?</li> <li>- Does the organisation tie the use of funds to religious or political affiliation or purposes?</li> <li>- Does the activity support Teaching &amp; Learning?</li> <li>- Are those involved in the decision-making and administrative processes aware of the aims, background and authenticity of those receiving their donations?</li> </ul> </li> </ul> | Yes/No/NA<br>Yes/No/NA<br>Yes/No/NA<br>Yes/No/NA<br>Yes/No/NA |

## Sponsorship and Donations

Corporate sponsorship, event sponsorship and donations to St Matthew's School enhance our capacity to deliver worthwhile educational and other services to our community. As a large school, prominent in the local community, it is to be expected that opportunities for sponsorship and donations present themselves.

The following checklist will help identify any possible risks/conflicts associated with a sponsorship activity or significant donations.

• Does the sponsorship proposal align with the school's Sponsorship, Donations & Fundraising Policy?	Yes/No/NA
• Does the sponsor represent a reputable organisation whose ethos and values are consistent with those of the school?	Yes/No/NA
• Are the products or services the sponsor markets and the marketing methods used consistent with the ethos and values of the school?	Yes/No/NA
• Will the sponsorship positively enhance the schools image?	Yes/No/NA
• Is there a Sponsorship Agreement that includes:	Yes/No/NA
- a clear rationale of purpose of the sponsorship?	
- defined roles and responsibilities?	
- clearly articulated terms and conditions?	
- benefits for all parties?	
- the duration of sponsorship?	
- termination conditions? and	
- evaluation?	
• Does the sponsorship agreement avoid the implication that a product or service is recommended by the school?	Yes/No/NA
• Does the agreement provide for the privacy of students, their families and school staff?	Yes/No/NA
• Will the relationship between the school and sponsors be conducted in a transparent manner and be able to stand up to public scrutiny and maintain public trust?	Yes/No/NA
• Has the sponsor provided details on how the funds are to be spent?	Yes/No/NA
• Is the extent of acknowledgement expected by the sponsor consistent with the level of sponsorship?	Yes/No/NA
• Is it clear that acceptance of the sponsor's products or services will not give the sponsor exclusive rights in relation to the school or student activities?	Yes/No/NA
• Will educational materials provided as part of a sponsorship be clearly identified as being those of the sponsor?	Yes/No/NA
• Is there potential for the sponsor's other corporate connections to damage the school's reputation and image?	Yes/No/NA
• Does the sponsor have adequate insurance cover?	Yes/No/NA
• Have potential financial risks to the school been identified?	Yes/No/NA
• Does the sponsorship agreement ensure that there is no conflict of interest and that no personal benefits will be received by members of staff, the School Board or the P&F Association?	Yes/No/NA
• In the event of a significant donation, as opposed to a sponsorship agreement, have the relevant items above been satisfactorily addressed?	Yes/No/NA