



PARTNERSHIPS AND SPONSORSHIPS

Legal References:

Related References: *Conference Board of Canada – Ethical Guidelines for Business-Education Partnerships*
Board Policy 4005 – Procurement
Administrative Procedure 1570 – School Councils
Administrative Procedure 4360 – Principles of Business Conduct for Board Employees
Administrative Procedure 4490 – Waterloo Education Foundation Inc.
Administrative Procedure 4570 – Procurement
Administrative Procedure 4650 – Donations: Computers, Equipment or Other Items
Administrative Procedure 4989 – Partnerships and Sponsorships
School Council Handbook by WRAPSC/PIC (2015)

Effective Date: *February 23, 1998*

Revisions: *June 13, 2016, December 11, 2017*

Reviewed: *November 11, 2013, November 18, 2019*

1. Preamble

- 1.1 It is the policy of the Waterloo Region District School Board to permit, promote and encourage mutually beneficial educational partnerships and sponsorship agreements between schools or the board and the larger community, following the approval of the Director of Education, or designate, and in adherence with the Ethical Guidelines for Business-Education Partnerships developed by the Conference Board of Canada.

2. Roles and Responsibilities

- 2.1 The Director of Education, in collaboration with the Coordinating Superintendent, Business Services & Treasurer of the Board, is authorized to provide the administrative procedures necessary to implement this policy.

3. Definitions

- 3.1 Partnership – A partnership is an agreement based on mutual benefit where an ongoing relationship is sought to develop gains for both partners. The primary basis of an educational partnership is the formally acknowledged exchange of human, intellectual, or material resources to expand opportunities for pupil learning.
- 3.2 Sponsorship – A sponsorship is an agreement between the Board, school, or a School Council and a company or community based organization or foundation through which the sponsor provides money, goods or services in exchange for advertising within a school or the Board. Funds provided through sponsorships are not eligible for charitable income tax receipts in accordance with Canada Revenue Agency Regulations and Guidelines. A sponsorship is not a donation.

- 3.3 Donation – A donation is defined by Canada Revenue Agency as a voluntary transfer of cash or property to the Board that is made without expectation of any benefit of any kind accruing to the donor or any individual or organization designated by the donor. Donations may include: cash, assets and tangible property, real estate, artworks, jewellery, bequests and grants. Donations fall into the following categories: cash donations, gifts of tangible property (free from all liens), gifts of certified cultural property and gifts-in-kind. A donation is eligible for an official charitable donation receipt issued from the Waterloo Education Foundation Inc.