

## **EASTOVER PTA FUNDRAISING/INVESTING POLICY**

1. This policy was presented to the PTA Executive Committee at its regularly scheduled meeting on April 11, 2011 and approved in April 2011. Any amendments to this policy must be voted on and approved by the Executive Committee.

2. There are two main sources of fundraising at Eastover:

a. The annual “Invest in Your Child” campaign is the PTA’s primary source of funds for instructional support. Parents are asked to contribute funds directly to the PTA, and every dollar raised goes directly to the educational needs of Eastover students.

b. The PTA’s operating needs are met through various other fundraisers (such as SOAR, Boosterthon Fun Run), which must be approved and conducted in accordance with this policy. Examples of needs funded through each of these sources are shown in Exhibit A, attached.

3. All new fundraisers must be approved and conducted in accordance with applicable CMS policies and the following guidelines:

a. The Executive Board will consider new fundraising ideas/proposals twice a year, at its regularly scheduled meetings in September and March. All proposals must be submitted in writing no later than two weeks prior to these meetings.

b. Parent-owned and local businesses such as restaurants and stores will be allowed to sponsor events with a certain percentage of proceeds benefitting Eastover pursuant to the following procedures:

i. The business must present a written request to the Executive Committee for approval at least one month prior to the event.

ii. Only one sponsored event every other month will be permitted. Requests and events will be treated on a rotating basis.

iii. The business must obtain CMS approval to send flyers or advertisements home with Eastover students, i.e. through the Tuesday folders.

iv. The PTA may promote the event through email blasts, the PTA website, and the Eastover mini-news/newsletter.

v. No business shall be permitted to sponsor more than two events per year.

vi. Parent-owned businesses will be given priority over non parent-owned businesses.

Businesses will not be permitted to send flyers or advertisements home with Eastover Students except as specifically provided in paragraph 3.b.iii. above.

4. The following are programs, which the PTA has used in the past to generate income. This list is meant to be illustrative and is not comprehensive. The following fundraisers have been conducted successfully in the past and are specifically approved (but not mandated) as part of this policy:

- a. Fundraising Campaigns – These are events conducted for the primary purpose of raising funds for Eastover Elementary.
  - i. Invest in Your Child
  - ii. SOAR (Summer of Academic Readiness)
  - iii. Boosterthon Fun Run\*
- b. Special Events – These are events, which have a fundraising component. These events differ from a family event (such as bowling, dance, etc.), which are not for the purpose of fundraising.
  - i. Parent Party/Silent Auction
  - ii. Fall Fun Day
- c. Affiliate Programs and Community Sponsors – These are activities from which Eastover Elementary derives income from an outside business source, as determined and noted within, but not limited to, a contractual agreement between both parties. Please note that Eastover gets a portion of each of these.
  - i. Directory Ad Sales (direct sales)
  - ii. Yearbook (direct sales)
  - iii. Commemorative Bricks (direct sales)
  - iv. Uniform/Used Blues (direct sales)
  - v. Book Fairs – Fall and Spring (2) book sales (direct)
  - vi. Art By Me – student art program
  - vii. Retail Refunds (Ben & Jerry's, Box Tops for Education, Chick-Fil-A, Elizabeth Creamery\*, Harris Teeter, Land's End, Target, etc.)
  - viii. Sally Foster – gift wrap program
  - ix. Shop to Earth/Shop to Earn – web portal shopping rebate program
- d. Grant Writing – Activities to generate funds from specific funding sources, outside of CMS. Coordinates with PTA and SLT to ensure curricular alignment.

\* newly proposed for the 2011 – 2012 fiscal year.

#### ACTIVITIES OUTSIDE OF THE PTA

7. The annual 5<sup>th</sup> grade trip is not a PTA event, and funds raised for the 5<sup>th</sup> grade trip are not raised through the PTA. Therefore, while the organizers of this event will be encouraged to follow this policy, the PTA has no control over how such funds are raised. Examples of fundraising activities include: pizza/movie night, poinsettia sale, and basketball night. (NEED INPUT FROM CHARLOTTE JARRELL.)

NOTE -- In accordance with this fundraising policy, the PTA may fund scholarships for the 5<sup>th</sup> grade trip as deemed necessary or desirable by the principal, the Executive Committee, and/or the organizers of the 5<sup>th</sup> grade trip.

8. Non-Uniform Days are considered part of Eastover's community outreach efforts. The dates and charities are selected by the Student Council, which collects and delivers all donations to the various organizations.

## **Exhibit A**

### **EASTOVER'S FINANCIAL NEEDS**

**Invest in Your Child** provides for classroom and curriculum needs not covered by CMS. Some of these needs are as follows:

- Staff development/training
- Technology such as SMART Boards, computers, printers, printer cartridges
- Classroom Allocations such as National Geographic, Tuesday folders, novel sets
- Curriculum needed to supplement tutoring, EOG preparation, TD program, intensive reading
- Accelerated Reader
- Cultural Arts/Student Workshops
- Media Center Resources such as books, videos, etc.
- Art Room resources
- Playground enhancements

**PTA's Operating Budget** provides for the implementation of various PTA-sponsored events and support functions, including:

- Staff appreciation events
- Grounds maintenance
- Fall Fun Day, back to school picnic
- Special events such as bowling, dance, talent show
- Honors assemblies
- Prospective parent events
- Financial fees such as bank service charges, accountant's fees
- Front office and health room supplies (copier paper, first aid supplies)