

## Westboro Parents Group (WPG) Fundraising Policy

Adopted April 18, 2018

### History

- WPG believes that the majority of materials and events at Westboro Elementary School should be provided through provincial government funding. WPG will raise money for events, materials and other items which we choose to provide or to financially support after discussion with parents. We believe these should be supplemental to educational programming, and not for base programming. WPG also believes that parents are bombarded by fundraising requests through sports, arts and other extra-curricular programs, and has chosen to limit what we ask of parents. Our goal is to determine each year what events we wish to do, and which school requests to support, and then to organize appropriate fundraisers to achieve this.
- We have assisted with 2 playground replacements. The Division II playground was replaced in 2012 (WPG raised \$15,000 and received a grant for \$45,000 towards a total cost of about \$100,000). The Division I playground was replaced in 2016 (WPG raised \$35,000 and wrote grants and received donations of approximately \$190,000 towards a total cost of about \$300,000).
- Several years ago, as a result of ongoing requests by Westboro School Council/WPG, swimming lessons for Grades 1 - 3 were added to our programming and WPG committed to financially support this. Historically, we have provided up to \$2000 to pay for the busing while parents are asked to pay for the lesson fees. Another long-standing financial support WPG provides has been for the Alberta Opera Touring Association to perform at Westboro each year (about \$1000).
- Other annual events that WPG organizes and financially supports are: Kiss & Cry (first week of school for kindergarten parents); Pancake Breakfast (last day of school before Christmas break); Crazy Bread Day (in conjunction with crazy hair day); Sports Day popsicles (June); Staff Appreciation Lunch (June).
- In the past, WPG used to do multiple fundraisers (including Student Union Ticket Packs, Entertainment Books, Spell-a-Thon, Math-a-Thon) but made a conscious choice to cut back the number of fundraisers as they felt parents were participating out of obligation and guilt.
- We then focused on events which also promoted our goal of Building Community: Shop Til Ya Drop in the fall and our Family Dance and Silent Auction in the spring.
- When we were fundraising for the Division I playground, we added hot dog days and Stawnichy's sausage fundraisers.
- Penny Carnival is a long-standing tradition at Westboro dating back to at least the 1980's. It is organized by Grade 6 parents as a fundraiser for the Grade 6 year end trip. The money they earn is deposited to WPG who track it and write a cheque to the school for the exact money that is raised.
- Historically, we have not done casinos, partly due to that type of event not aligning with the Elk Island Logos Society beliefs/values and partly due to not needing it as a revenue stream.

### Current Practice

- Our two major fundraisers are Shop Til Ya Drop and the Family Dance and Silent Auction.
- We do 2 “selling” fundraisers: Stawnichy’s and Farm to School. Stawnichy’s tends to be rather successful and Farm to School gives us the opportunity to allow people to buy vegetable bundles for the food bank.
- We also organize and execute the school Christmas Concert Princess Parking & Front Row seat raffle to help offset the costs of this off-site event.

### Miscellaneous

- We generally discuss fundraisers for the upcoming year at the Annual General Meeting (AGM) in May and plan what we want to do for the following year.
- We review our commitment and allocations at the September meeting.
- We make an effort to communicate and coordinate with the Elk Island Public Schools (EIPS) Logos Society fundraiser director to ensure our fundraisers do not overlap and that we are supportive of their activities where and when possible.
- We keep in mind our financial commitments and allocations when making fundraising decisions; do we need extra money – for what?

### Active Fundraisers (families actively participate in the selling and/or purchasing of something)

- The focus is on greater community events so that it is not just our parents participating.
- We try to limit this type to 1 or 2 selling fundraisers each school year.
  - “Building Community”:
    - Shop Til Ya Drop* (started around 2006)
    - Family Dance and Silent Auction* (a longstanding tradition started around 2008)
  - “Selling”:
    - Farm to School* (food products; since fall 2016)
    - Stawnichy’s* (food products; since fall 2015)
  - “Others”:
    - Christmas Concert Princess Parking & Front Row Seats* (since 2015)
    - Penny Carnival* (another longstanding tradition since the 1980s)

### Passive Fundraisers (WPG receives a portion of sales from an outside vendor)

- *Burst Energy Community Builders Program* (since fall 2017) – WPG receives \$1.25 per utility per month when paying for electricity and gas with Burst Energy. Payment is issued by cheque once \$100 in commission has been earned.
- *Mabels Labels* (since 2013) – When placing an on-line order, you can choose to “Support a Fundraiser” and select “Westboro Parents Group (Sherwood Park)” for 20% of sales donated to WPG. Payment is issued by cheque once \$50 in commission has been earned.
- *United Way* (on-going) – Anyone participating in a United Way campaign can allocate their donation directly to WPG (minus an administrative fee). A cheque is issued to WPG once the annual campaign is complete.

- *Wild Wing restaurant, Sherwood Park* (since spring 2017) – 10% of any “Westboro” tagged receipts are donated back. A cheque is issued once their year-end is complete (usually after March).

### **Fundraiser Policy**

- Fundraisers are to be decided at the AGM each May for the following school year.
- All fundraising inquiries are to be held by the WPG secretary to bring forward for discussion at the May AGM.
- Magazine and catalogue sales-type fundraisers (food and non-food) will be considered under special circumstances or by request.
- In keeping with the spirit of EIPS Administrative Procedure 164 “Nutrition” [<https://www.eips.ca/about-us/administrative-procedures/164>], the selling of food products from the “Choose Least Often” category will not be considered.
- Upon special circumstances, fundraising opportunities can be brought to the executive to potentially be brought forward to the next scheduled regular meeting.
- Passive fundraisers can be posted up to twice annually on the Westboro Parents Facebook page to promote the products and to share how much WPG will benefit from their sales. Whichever parent is responsible for spearheading the passive fundraiser, whether they are on the executive or not, shall be the one to administer the information and ensuing discussions.