



# PRETORIA BOYS HIGH SCHOOL

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## **POLICY DOCUMENT ON FUNDRAISING AT PRETORIA BOYS HIGH SCHOOL**

1. **Core principles** that will be applied in deciding on the merits of a particular fundraising venture:

Any and all fundraising schemes, proposals and projects are to be submitted via the Head of Arts and Culture or Head of Sport to the School executive (using the relevant document) for approval on the basis of the following tests:

- 1.1 Is the project to the greatest benefit of the greatest number?
- 1.2 Real need is the money needed for a high priority project?
- 1.3 Are parents not being made the principle "target group"?
- 1.4 Is the image of PBHS as a top state school compromised by the brand or advertising exposure that the sponsor requires?

### **Suggested policy on other issues**

2. **Event sponsorship**

- 2.1 If major sponsors were to put a substantial donation into particular sports fixtures, sporting festivals, cultural evenings and other events, they should be allowed sole advertising privileges for the day or evening.
- 2.2 The rationale behind this form of sponsorship (from the School's point of view) is that there is no permanent advertising in the grounds or buildings once the event is over.
- 2.3 A price range for such events (e.g.: a sporting fixture of four nights of Café Concerts) would have to be determined before potential sponsor are approached.
- 2.4 Aside from the advertising banners and other materials, the sponsor would be allowed to place advertisements in the programme.
- 2.5 In seeking sponsors, the image of companies should be one with which Pretoria Boys High School would want to be associated.

3. **Permanent advertising in the school grounds**

- 3.1 This should not form part of the quid pro quo in the securing of sponsorship for the school.
- 3.2 The existing advertising boards in the grounds should be phased out over the next few years (i.e. around Hill Field and on the scoreboards.)

4. **Advertising in school publications**

- 4.1 Advertising can be offered in the school magazine (The Pretorian), the school newspaper and on sponsored programme cover.
- 4.2 There is potential for advertising in the pages of sports events programmes.
- 4.3 Sponsored covers for sporting and cultural events will be continued.

5. **Advertising on the school website**

This should not be considered.

6. **'Passive' fundraising schemes**

6.1 Fundraising that does not require staff or parents to actively undertake fundraising, but which rather relies on a fixed cut going to the school from sales at various outlets or sales of products to pupils, will be considered on merit (e.g.: "My School" cards; selling of cellular phone time vouchers, etc.)

6.2 This type of fundraising should be subject to the scheme not infringing on any privacy rights of parents or pupils (i.e. revealing address or telephone details.)

7. **Branding of items of clothing**

7.1 NO item of uniform or kit or sports garment that is to be used by pupils or staff representing the school may carry any form of sponsor's name.

7.2 No sponsorship may be sought or accepted if it requires any form of recognition on these items.

7.3 The only exception to this policy will be on major overseas sports tours where major sponsors exist, but even here the school badge and colours must be more prominent than the sponsor's name and/or logo.

8. **Naming rights for sponsors and donors**

8.1 No event, team, field or building should be named after a corporate sponsor.

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