



FUNDRAISING POLICY

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 or four nights of Café Concerts) would have to be determined before potential sponsors are approached.
- 2.4 Aside from advertising banners and other material, 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

No form of permanent advertising is permitted in the school grounds (score boards, boards on sports fields etc.).

4 Advertising in school publications

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

5 Advertising on the school website and School Communicator

- 5.1 The website does not carry any commercial advertising.
- 5.2 The School Communicator carries advertising as arranged by the hosting company.

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).
- 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 Uniform may carry the manufacturer’s logo but may not be sponsored.
- 7.2 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.
- 7.3 No sponsorship may be sought or accepted if it requires any form of recognition on these items.
- 7.4 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.
- 8.2 In event of sponsorship, the sponsor will have sole advertising rights on programmes and posters but the event will not be named after the sponsor.
- 8.3 Donors may be acknowledged by way of plaques; donor boards or in cases of major corporate sponsorship, in the form of a tasteful element in the building e.g. frosted glass panes, wooden carving.

9 Fundraising for overseas tours

This category does not meet all the criteria of the core principles outlined above and could well raise money from sponsors and advertisers which could be put to better use serving the interests of the wider school community. For these reasons the following criteria will be applied:

- 9.1 Only one sport and/or one cultural tour outside of the country should be considered per year if these require major fundraising or sponsorship.
- 9.2 The only exception to the above (9.1) should be where a further proposed tour can raise at least 70% of the cost in sponsorship in advance of any decision to tour.
- 9.3 At least 15% of the sponsorship or funding raised should be donated to the school for use in the sport which raised the money.
- 9.4 The tour planning committee would be obliged to submit a business plan via the fundraising coordinator for approval. This would be granted subject to the coordinator being satisfied that sponsorship would not be in conflict with other fundraising needs and projects in the school.

10 Parents Association (PA) Activities

- 10.1 The activities of the PA that result in funds being raised shall be limited to on-site activities.
- 10.2 The PA will direct most of its energy to providing a service during home sports fixtures by way of selling foodstuffs.
- 10.3 PA fundraising may also take place at the Form One/New Parents Braai and the Inter-House Gala.
- 10.4 The sale of supporter garments and memorabilia as part of PA activities, is subject to these items being approved by the relevant member of the school Executive Committee.
- 10.5 Passive income initiatives managed by the PA will be regarded as PA-generated income.
- 10.6 PA fundraising initiatives outside of 10.1 - 10.4 must be approved by the school Executive Committee.

11 Fund Raising by Sporting Codes

- 11.1 Any fund raising activity by a sport that is not covered by the above (e.g.: food stalls on weekend fixtures) must be approved by the school Executive Committee before commencing.
- 11.2 The sport code which plans on providing food stalls must clearly motivate the purpose of such activities (i.e. end-user purpose for funds) and why they are required as an adjunct to PA activities (see above).

Policy drawn up and reviewed by		Pretoria Boys High School SGB	
Date of review		March 2023	
Date of next review		March 2026 or as required	
Designation	Name and Surname	Date	Signature
SGB Chairperson	Mrs Margaretha Kok	March 2023	
SGB Deputy Chairperson	Mr Willie Scott	March 2023	
Headmaster	Mr Greg Hassenkamp	March 2023	