

Parnassus Preparatory School

Board Policies Group

FUNDRAISING AND GRANT APPLICATION POLICY – BOARD POLICY

I. PURPOSE

The primary purpose of this policy is to provide a clear and consistent fundraising and grant application strategy and implementation guidelines for Parnassus Preparatory School.

II. GENERAL STATEMENT OF POLICY

Fundraising is defined as the making of a direct donation to the school at a regular or special fundraising event or campaign of the school. The Board recognizes a desire and need for fundraising and applying for grants to complement fixed state and federal funding. The Board also recognizes a need for restraint to prevent fundraising activities from becoming too numerous or demanding on the Parnassus community.

The Parnassus Board of Directors shall be responsible for interpreting the provisions of this policy. A board-level committee shall be established and responsible for the implementation of the provisions of this policy. All monies raised through fundraising and grant application activities will be applied to the Annual Fund account balance, to be used at the discretion of the board, unless otherwise noted in this policy or pre-approved by the Board.

These activities and funds raised are intended to enhance the academic experience of the scholars.

III. FUNDRAISING GUIDELINES

Planning and administration of fundraising activities will:

- Support Parnassus's mission,
- Be consistent with the Parnassus Character Pillars,
- Supplement our culture, academic offerings, and programs,
- Follow all Board-approved policies,
- Follow all applicable laws regarding fundraising by non-profit entities and public schools.

Munera pro Parnassus Executive Committee (MpP-EC) is a board-level committee, which is responsible for:

- Developing a multi-channel approach to fundraising

- Recommending an annual fundraising plan and schedule of events for Board acceptance
- Reviewing and approving fundraising opportunity applications
- Reviewing fundraising activity reports
- Aggregating fundraising results reports for annual Board review and communication to the Parnassus community to ensure transparency and trust
- Directly participating in fundraising activities as appropriate

Additionally, MpP-EC will ensure:

- Scholar safety remains a top priority
- Participation in all fundraising activities is voluntary
- All scholars, parents/guardians, staff, and volunteers will represent the school in a responsible and respectable manner
- The Parnassus community is not over-solicited
- Door-to-door sales will not be approved
- Scholars will not be solicited directly for donations; they may participate in securing pledges or sponsorship for activities and collecting items for commercial rebates/rewards
- Parents/guardians must be notified prior to their scholar's participation in fundraising activities
- Use of Parnassus Preparatory School's intellectual property (including but not limited to the Parnassus Preparatory School's name and logo and the Parnassus Olympian's name and logo) for purposes of fundraising must be approved by the Executive Director or designee or Board
- Fundraised monies will follow and comply with accepted accounting procedures
- Fundraised monies will complement, not replace, state and federal funding
- Fundraised monies will not be earmarked or restricted for specific purposes or activities without Board approval or as noted in this policy

IV. REGULAR FUNDRAISING PROJECTS

The following fundraising projects and activities are recognized by the Board as adhering to the guidelines above and provide examples of the kinds of fundraising supported by Parnassus. Unless otherwise noted, MpP-EC is responsible for the scheduling, execution, and oversight of these activities:

1. Annual Fund. Parnassus will hold an ongoing, annual appeal for monetary donations. This appeal will target Parnassus's parents, guardians, stakeholders, and surrounding community. MpP-EC shall send two annual fund letters to Parnassus families asking them for a one-time or perpetual monthly donation. The Executive Director shall

organize two school-wide events to strengthen the school community and serve as a public solicitation for donations to the Annual Fund.

2. Selective Grants. MpP-EC oversees and administers the selective grant application writing process. The Executive Director or designee or board chair is responsible for approving, including signing as necessary, any and all proposals and inquiries that are in accordance with the approved operating budget and strategic plans. Monies secured through grants will be used according to the stipulations of each grant agreement, and if applicable, at the discretion of the board.
3. Capital Campaigns. MpP-EC may administer up to two capital campaigns per school year that are intended to generate funds that will be used for a specific capital expenditure or debt repayment as established in the campaign itself. A fundraising target for the campaign must be established and approved by the Munera pro Parnassus Executive Committee. Any funds raised in excess of the fundraising target or remaining after the specific purpose's needs are met shall be applied to the Annual Fund account. Any and all events associated with the capital campaign must adhere to the guidelines in this policy.
4. Rebates/Rewards from Commercial Entities and Miscellaneous Programs. Programs sponsored by the school or others generating a commission, rebate, or referral fee on purchases between individuals and commercial entities shall not require approval by the Board or MpP-EC under this policy unless the program requires the use of Parnassus intellectual property. Funds received from these programs shall be applied to the Annual Fund account. Examples of these programs include: Amazon Smile donations, Coca-Cola Gives rewards, Box Tops for Education, SCRIP cards, and local restaurant and shopping profit-sharing events.

V. PROPOSING FUNDRAISING OPPORTUNITIES

A proposal is required for all fundraising opportunities. All fundraising proposals must adhere to the guidelines in this policy and must include:

1. A narrative description of the activity
2. A budget for the event itself, including the funds needed and/or expected to be raised
3. Identification of the proposed individuals or groups administering or operating the activity
4. The purpose or project for which the monies will be used (subject to Board approval) if raised funds exceed activity costs and will not be applied to the Annual Fund account
5. An outline and due date for an activity report summarizing the planning, operation, and results of the fundraising activity – including without limitation a final statement of costs/revenue

The Munera pro Parnassus Executive Committee or Board may, in their discretion, require evidence of insurance of type and amount reasonably satisfactory to protect the school in the context of the proposed fundraising activity.

Proposals must be submitted to MpP-EC for review and approval at least ten calendar days in advance of a regularly-scheduled MpP-EC meeting. Upon approval, it is the responsibility of the MpP-EC to ensure oversight of the fundraising activity in adherence with this policy.

While it is preferred that fundraising opportunities be evaluated and scheduled prior to the beginning of the school year, the Board recognizes that unique opportunities may present themselves with short notice. Therefore, mid-year fundraising opportunities may be approved by MpP-EC after receiving consent of the Executive Director.

VI. USE OF PROFESSIONAL FUNDRAISERS

The Board recognizes that the use of professional fundraisers and fundraising advisors may increase the likelihood of participation in fundraising activities and direct donation appeals. The Board authorizes the Munera pro Parnassus Executive Committee to utilize a professional fundraising organization in association with a particular fundraising activity or as an overall fundraising advisory firm. Any fees paid to the fundraiser shall be taken out of the individual fundraising activity's budget or, if pre-approved by the Board, the Annual Fund account.

Approved by the Parnassus Preparatory School board of directors on February 13, 2018.