

3.15 Corporate Sponsorship Guidelines Policy

1. Purpose

The following Policy document focuses on corporate/commercial sponsorship, and is not intended to deal with the matter of "advertising". Sponsorship implies that the donor is motivated primarily by a heart for Christian Education and Kootenay Christian Academy, while advertising is influenced more by the advancement of the corporation's business interests. As a rule, Kootenay Christian Academy wishes to work towards sponsorship and educational partnerships, rather than advertising, although they may not always be necessarily exclusive.

"Corporate Sponsorship" means accepting a contribution from a business or commercial enterprise in exchange for printed or other acknowledgment; a mutually beneficial business arrangement or as a partnership between Kootenay Christian Academy and an external company, organization or enterprise, whereby the external organization contributes funds, goods, or services to a project in return for recognition, acknowledgement or other promotional consideration.

Stewardship is a biblical concept that includes the receiving, managing, and giving of God-given financial, material, spiritual, and human resources for God-given purposes.

Responsible financial stewardship and the promotion of Christian Education are integral to the operation of Kootenay Christian Academy. We encourage the support of Kootenay Christian Academy through the discerning use of appropriate financial tools, including certain forms of Corporate Sponsorship.

Kootenay Christian Academy accepts and encourages unsolicited corporate donations, provided they meet within the corporate donation guidelines and conditions set out by the society.

2. Procedures

2.1. Conditions where Kootenay Christian Academy will not accept corporate sponsorship:

- 2.1.1. If it reflects negatively on the school as a whole;
- 2.1.2. If it does not align with Kootenay Christian Academy mission and vision statements and Constitution;
- 2.1.3. If it is not in the best interest of the Kootenay Christian Academy education program as determined by the Kootenay Christian Academy Board.

2.2. The Board may decline the receipt of or return a donation from a source which conflicts or potentially conflicts with Kootenay Christian Academy standards or

where an association with the donor may be detrimental to Kootenay Christian Academy. For example, the Board may argue for refusing a donation on the grounds that the money is associated with criminal sources, the donor's objects are entirely inimical to those of Kootenay Christian Academy, or the receipt of the donation could lead to a decline in support for Kootenay Christian Academy.

- 2.3. Kootenay Christian Academy will not accept advertising or corporate sponsorship for certain categories of products and service, including but not limited to alcohol products, tobacco products, gambling etc.
- 2.4. Kootenay Christian Academy seeks to provide an educational environment in which teaching and learning can occur relatively free from the pervasive messages of the broader commercial society and will evaluate sponsorship proposals in that light.
- 2.5. Kootenay Christian Academy will not allow its name, logo or opinion to be published by a donor without its express written consent.
- 2.6. Kootenay Christian Academy believes that donors are entitled to know how it spends the money they give. All donors are entitled to confidentiality, although not where its purpose is to conceal a vested interest.
- 2.7. Donors are entitled to expect administration costs to be kept to a minimum.
- 2.8. Donations should complement and not replace government grant and tuition fee funding of the educational services provided at Kootenay Christian Academy.
- 2.9. Fundraised dollars should not be used for instructional purposes or basic education items.
- 2.10. Selling or providing access to a captive audience in the classroom for commercial purposes is not allowed.
- 2.11. Business and community involvement programs must be structured to meet an identified educational need, not a commercial motive and must be evaluated for educational effectiveness by the Kootenay Christian Academy Board on an ongoing basis.
- 2.12. Business and community involvement programs shall not limit the discretion of the schools and teachers in the use of sponsored materials.
- 2.13. As a form of recognition, where a qualified corporate or individual gift, donation or sponsorship represents the sole or major contributing factor towards the establishment of or the on-going operation of a building, asset or program, the Board of Kootenay Christian Academy LCS may, at its discretion, allow such corporations or individuals to lend a name and/or a logo to parts of Kootenay Christian Academy's buildings, assets or programs. Any such recognition must be done tastefully, unintrusively, be of high quality and governed by a signed agreement clearly defining the terms and direction of both parties.
- 2.14. Overt corporate sponsorship identity (i.e. logos, plaques, etc) will not be allowed to enter the classrooms of Kootenay Christian Academy.