



AP300.008 CORPORATE SPONSORSHIP GUIDELINES POLICY

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The following Policy document is the result a joint discussion paper between LCS board members and admin staff. This document focuses on corporate / commercial sponsorship and is not intended to deal with the matter of "advertising". A separate policy document will need to be developed for the latter by the LCS board in the future. Sponsorship implies that the donor is motivated primarily by a heart for Christian Education and LCS, while advertising is influenced more by the advancement of the corporation's business interests. As a rule LCS wishes to work towards sponsorship and educational partnerships, rather than advertising, although they may not always be necessarily exclusive.

1. 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. E.g. Matt 25:14-30. We are God's stewards (Is.43:1); we are managers, not owners (Gen.2:15, Ps.24:1, 1 Tim.6:17, Luke 12:48b); stewardship is lived out within the LCS community to benefit the LCS society and the community at large (Rom.12:4-5, 1 Pet.4:10, Gal.6:10); stewards are *in* the world, not *of* the world (Rom.12:2, John 17:15-18); stewards are loved and loving (1 John 4:19, John 13:34-35, Gal.5:6b); stewards are served and serving (Phil.2:5-8, Matt.20:26b-28, John 13:3-5, 15-17); stewards live with an awareness of the present and future, of time and eternity (Matt.6:19-21, 1 Tim.6:17-19, 2 Pet. 3:11-12a, Rev.14:13)
2. Responsible financial stewardship and the promotion of Christian Education are integral to the operation of LCS. We encourage support of LCS through the discerning use of appropriate financial tools, including certain forms of Corporate Sponsorship.
3. LCS accepts and encourages unsolicited corporate donations, provided they meet within the corporate donation guidelines and conditions set out by the society.
4. Conditions where LCS will not accept corporate sponsorship:
 - (a) If it reflects negatively on the school as a whole,
 - (b) If it does not align with the LCS Mission and vision statements and Constitution,
 - (c) If it is not in the best interest of the LCS education program as determined by the LCS Board
 - (d) The Board may decline the receipt of or return a donation from a source which conflicts or potentially conflicts with LCS standards or where an association with the donor may be detrimental to LCS. 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 LCS, or the receipt of the donation could lead to a decline in support for LCS.

5. Taking into account the LCS community standards, LCS 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.
6. LCS 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.
7. "Corporate Sponsorship" means accepting a contribution from a business or commercial enterprise
 - (a) in exchange for printed or other acknowledgment; a mutually beneficial business arrangement or
 - (b) as a partnership between LCS 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.
 - (c) LCS will not allow its name, logo or opinion to be published by a donor without its express written consent.
8. Advertising" means offering space in a print or WEB publication to another party for the purpose of promoting or marketing any trade or business, or any service, facility or product.
9. A Partnership is an agreement based on mutual benefit where an ongoing relationship is sought to develop gains for both partners. The primary basis of an educational partnership is the formally acknowledged exchange of human, intellectual, or material resources to expand opportunities for student learning.
10. LCS believes that donors are entitled to know how it spends they money they give. All donors are entitled to confidentiality, although not where its purpose is to conceal a vested interest, or where there might be a reason to suggest that to do so would expose LCS to unfavourable publicity subsequently.
 - (a) Donors are entitled to expect administration costs to be kept to a minimum.
 - (b) Donations should complement and not replace government grant and tuition fee funding of the educational services provided at LCS.
 - (c) Fundraised dollars should not be used for instructional purposes or basic education items. Selling or providing access to a captive audience in the classroom for commercial purposes is not allowed.
 - (d) Programs of business and community involvement must be structured to meet an identified educational need, not a commercial motive and must be evaluated for educational effectiveness by the LCS Board on an ongoing basis.
 - (e) Business and community involvement programs shall not limit the discretion of the schools and teachers in the use of sponsored materials.
 - (f) 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 LCS may, at its discretion, allow such corporations or individuals to lend a name and/or a logo to parts of LCS'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. Overt corporate sponsorship identity (i.e. logos, plaques, etc) will not be allowed to enter the classrooms of LCS.