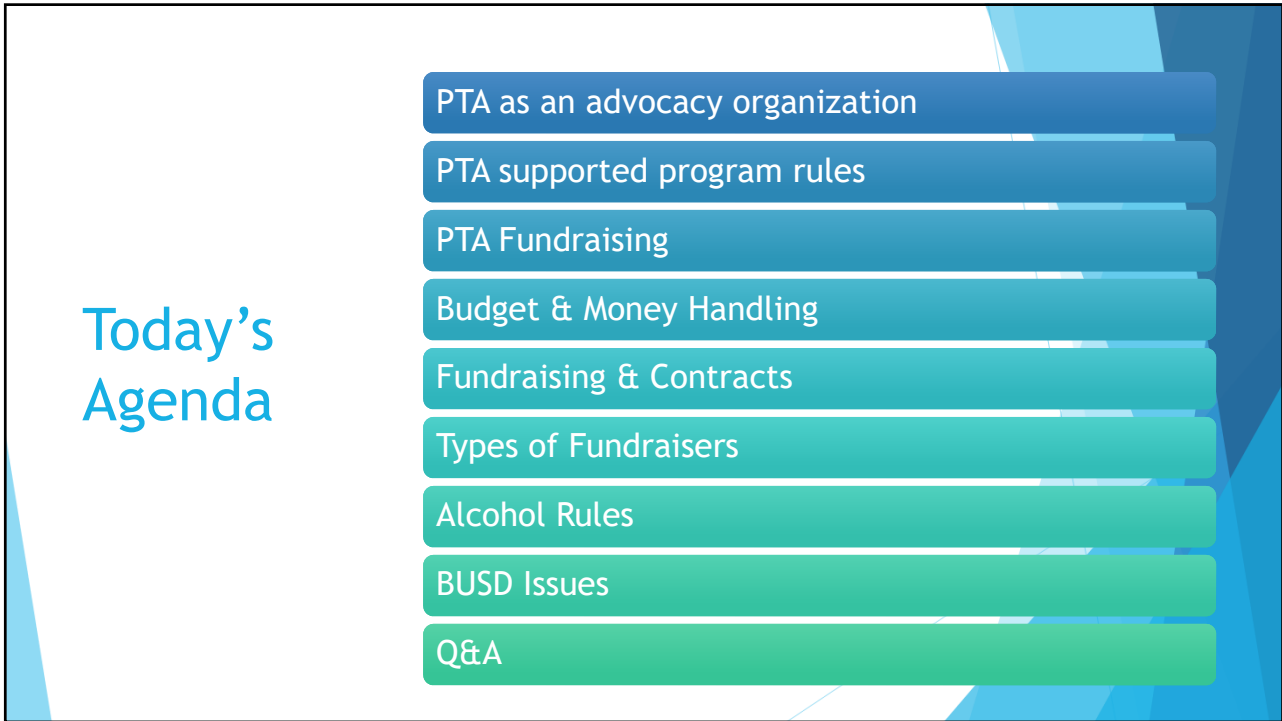


BCPTA List Training FUNDRAISING

July 2020

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Today's Agenda

- PTA as an advocacy organization
- PTA supported program rules
- PTA Fundraising
- Budget & Money Handling
- Fundraising & Contracts
- Types of Fundraisers
- Alcohol Rules
- BUSD Issues
- Q&A

2

Mission and Purpose of PTAs

- PTAs are nonprofit, tax exempt public charities designed to be advocacy organizations for children to improve opportunities, develop their full potential and support a positive impact in their's and their family's lives.
- PTA is and advocacy organization, not a fundraising organization.
- PTAs may **RAISE FUNDS** but should use funding to focus on providing community & family engagement opportunities
- PTA programs have priority for fundraiser dollars. *It is not the purpose of PTA to provide funding for staff positions, curriculum, or otherwise subsidize the obligations of the school district to provide a well-rounded education for our students.*

3

▶ PTA Programs

Supported Program Rules

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PTA Programs

- Follow the 3:1 rule for programs to fundraisers (pg. 28 of Fundraising & Program Handbook)

▶ 3-TO-1 RULE

- ▶ There should be at least three non-fundraising programs aimed at helping parents or children or advocating for school improvements for every one(1) fundraiser.

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PTA Programs

- The membership must vote to approve all projects once presented to the Executive board
- PTA programs should take place outside of the school day and should focus on parent education nights, student achievement, wellness and safety presentations, special events and student activities. (This is especially pertinent in the 2020/21 school year as in person activities may be limited.)

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Implementing Programs

- ▶ **Community Engagement** - Involve students, families, educators and community partners in program preparation and activities. Always consider school and community factors for program plans including ethnicity, transportation, site access for the disabled and meeting place availability.
- ▶ **PTA Insurance** - Ensure that every program meets PTA insurance requirements for allowable activities. *Also, check with BUSD for insurance rules - some PTA ok's are not BUSD ok's.*
- ▶ **Volunteers** - Coordinate and delegate volunteer recruitment to assist in running the program.
- ▶ **Presenters** - Book presenters and send written confirmation for their audio-visual equipment needs. Provide information on who to contact if there are questions and a request for a brief biography to use for introductions at the event.
- ▶ **Follow Up** - Confirm program date, time and location plus time allotted, topic and type of presentation (question and answer opportunities or lecture) with the presenter. Provide directions or map, details on audience size and type and a cell phone number at the event site.
- ▶ **Publicity** - Prepare and send notices for PTA publications and to council/district PTA and local media. Work with room representatives to use phone trees, backpack express, email blasts, and social networking to widely distribute notices to the school's families.
- ▶ **Review Materials** - Order audio-visual materials and handouts in advance for the committee to vet before the event.

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Tips for Success

- Work with site administrator, faculty liaison and other school groups to collaborate on events and timing of programs
- Share your organization's goals with parents
- Learn about and understand PTA procedures (BCPTA & CAPTA)
- Collaborate and compromise
- Plan ahead early!
- Develop & publicize an annual program calendar
- Transparency and communication
- Cultivate a culture of giving
- It's not personal - IT'S FOR THE KIDS

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9

| Planning the Budget | |
|---------------------|--|
| Plan ahead | Plan ahead - at least 3 months in advance |
| Be Realistic | Be realistic about actual costs, breakout major spending categories, ask for donation of goods |
| Refer | Refer to past budgets for any event as a guide |
| Discuss | Discuss budget needs with Treasurer and President; present plan to the Executive Board |
| Inform | Inform committee chairmen of their budgeted amounts |
| Ensure | Ensure expenses stay within budget; discuss with executive board if needs change before implementing any costs over budget |
| Remember | Remember that budgets are only estimates - they are a guideline to follow. If there are any significant differences, over or under, these should be explained and documented in the minutes. |

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Handling Money Properly

- Make a game plan with the treasurer or financial secretary in advance of handling cash
- Two people always count money, together
 - One counter should be an elected PTA officer or a PTA chairman
 - Counters cannot be related by blood, marriage or live in the same household
- Count in a safe and secure place
 - Counting must occur AT SCHOOL
 - Do NOT take money home to be counted
- Fill out the proper paperwork - cash handling forms
- Secure money once counting is completed
- No commingling of funds with other entities - School/BUSD; Foundations, etc.

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Fundraising Guidelines

- ▶ Fundraising should be:
 - All fundraisers must be preauthorized by the school site administrator or designee
 - A BUSD Use of Facilities request must be submitted for all fundraisers held on school grounds
 - Students shall not be involved in fundraising activities except as volunteers after school hours and/or off campus for the PTA organization
 - No student is required to raise a minimum amount of money or sell a minimum number of tickets, community cards, merchandise, etc.
 - Individual student fundraising competitions or special recognition of sales by students is strongly discouraged. Team efforts are more acceptable.

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BUSD Resolution 49 Fundraising - 2020/2021

- ▶ On June 4, 2020 the BUSD Board of Education implemented district wide fundraising rules for the 2020/21 school year.
- ▶ Burbank Council PTA has stated they must follow guidelines for fundraising under this BUSD Policy, excerpted as follows:
 - ▶ RESOLUTION 49 - FUNDRAISING RESTRICTIONS 2020-2021 SCHOOL YEAR
 - ▶ Education is the most vital activity that we, as a society, undertake to ensure the well-being of the nation; and
 - ▶ Fundraising to pay for additional/or extra-curricular services for schools is an essential part to the education of our children; and
 - ▶ School sites will need to maximize all resources, including donation efforts, to sustain current programs and services; and
 - ▶ For the 2020-2021 school year, school and booster organizations may not raise funds for new programs or new site needs; and
 - ▶ Fundraising for all programs that were funded during the 2019-2020 school year may continue; and
 - ▶ Fundraising efforts to restore positions and services will be allowed, if continuing; and
 - ▶ No changes to programs will be approved unless the changes will lower the cost of the program or are required by law

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Contracts

- PTAs may not enter into contracts on behalf of the school or school district, or otherwise act as an agent of the school or school district
- Contracts must be reviewed and approved before signed, then signed by the PTA president and one other elected officer
- Sign: "ABC PTA, by president Jane Doe"; do NOT sign just your name
- PTAs are required to obtain a "hold harmless agreement" and "evidence of insurance" from each vendor

Contracts must be reviewed and approved by the executive board and approved by the membership at an association meeting BEFORE being signed by two elected officers, one of whom must be the president.

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Endorsements -Noncommercial Policy

- ▶ Fundraising efforts must support the goals of PTA and be related to the educational, charitable and philanthropic purposes as a tax-exempt, nonprofit organization.
- ▶ This means that a PTA *cannot* promote or endorse products, services or businesses. And, the names of PTA officers cannot be used for commercial purposes.
- ▶ When selling a commercial product, please include the following disclaimer in all publicity: *“This is a PTA fundraiser. Distribution of this information does not imply endorsement by PTA.”*

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Sponsorship vs. Endorsement

Sponsorship is okay → Advertising is not:

“ABC BUSINESS PROUDLY SUPPORTS XYZ PTA!”

Recognizing support is okay → Endorsement is not:

“XYZ PTA WOULD LIKE TO THANK THE ‘AWESOME BIZ’ FOR SUPPORTING/DONATING TO THE BUBBLEGUM EVENT”

The name of the PTA or the names of PTA officers cannot be used in conjunction with commercial activities, including the promotion of goods and services

PTA may not enter into a PARTNERSHIP with another business or organization

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Donations

Donations can be sought from individuals or corporations. They may be either cash or in-kind (donations of products or services).

INDIVIDUAL DONATIONS / DIRECT ASK CAMPAIGNS

- Be sure to include an option on your membership form for families to donate an additional amount of their choosing to support families who can't afford membership and other PTA programs.
- ▶ Offering a single, direct fundraiser may work well in communities that are experiencing "giving fatigue" from too many events.

TAX RECEIPTS FOR DONATIONS

- For a cash donation of more than \$250: PTAs must provide an acknowledgment
- **If goods or services are provided in exchange for a donation of more than \$75:** PTA must provide a receipt to the donor that states the amount of the payment, a description of the goods/services provided, and a good-faith estimate of their value.

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Electronic/Online Fundraising

- Direct donation "asks" are Fundraisers (therefore 3 programs...)
- Find ways to collect funds via electronic means, less cash/checks if possible
- Use online direct donation platforms for soliciting funds; be wary of fees:
PLATFORM TYPES (just samples):
 - TOTEM (PTA) – takes 5%
 - PAYPAL – takes 3% + transactional fees
 - 99 PLEDGES – takes 10%
- Ensure platform allows PTA account to be set up as a charitable organization
- **DO NOT USE: Venmo, Go Fund Me** (check with BCPTA about charitable version use)
- **Cannot be set up under an individual person** (who would then donate to PTA) NOT ALLOWED!

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Obtaining Grants

- PTAs may apply for grants in order to fund many of their projects and programs
- The project for which a PTA is seeking grant funds must be one that promotes the Purposes of the PTA
- A grant writing chairman can be appointed by the president to coordinate PTA grant writing efforts

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Product Sales

Many PTAs use product sales as part of their fundraising strategy. Consider doing the following:

- Host a book fair, auction, or raffle.
- Sell spirit wear with the school colors and mascot, distributing order forms in September and at key points throughout the year.
- Sell fruit, gift wrap, or other gift items (rather than candy or baked goods) before the holidays.
- Sell bottled water and healthy treats at PTA and school events.

Take care to structure any sales or agreements to avoid unrelated business income. The money received by PTAs should be accounted for as contributions on their financial statements.

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THE PANDEMIC FUNDRAISING SPECIAL!!

School Year 2020/2021

- ▶ Be mindful of what and why your PTA Unit is raising funds for this year.
 - ▶ Volunteer and donation capacity may be even more limited than in the past
- ▶ DO NOT raise funds for PPE or Safety for school re-opening or other times: i.e. cleansers, extra custodians, etc.
- ▶ PTA cannot provide COVID relief - the State of CA and schools must provide
- ▶ PTA in-person event fundraisers are cancelled until further notice –see BCPTA
- ▶ Be careful of product sales – may expose Volunteers to health issues
- ▶ Cash handling – better to avoid cash and check handling (see above slide for online donations). If you must, set up sanitizing protocols: masks, wipes, handwashing – do it A LOT!

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Raffles

- **Raffles** – Tickets are sold or money is otherwise exchanged for the chance to win a prize; **REQUIRES PERMIT from the State of CA**
- **Opportunity Drawing** – Tickets are offered, free of charge, to everyone, for the "opportunity" to win a prize; no permit needed; ***no exchange of money or goods may occur to receive a ticket***
- **90/10 Rule (90% Income/10% Costs)** – At least 90% of the gross receipts of the raffle must be distributed to provide support for a beneficial or charitable purpose. Use only donated items - DO NOT purchase items to be raffled off. This could cause the group to go over the 10% rule of costs and create penalties for the charitable status.
- **50/50 Raffles are ILLEGAL in the state of California except for major league organizations or professional sports foundations- DO NOT DO THEM**
- Raffle financial requirements: A separate raffle financial report, due October 1st, must be completed to include the total of all raffles conducted during a reporting year (Sept. 1 - Aug. 31); track raffle income and expenses SEPARATELY from your other fundraisers

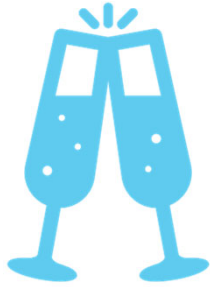
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NEW!!! Tracking Non-Cash Donations

- ▶ State of CA has implemented new reporting for charities, specifically for those making \$50,000 or less annually.
- ▶ This means a new report for your Treasurers - you'll hear about it.
- ▶ This also means any NON-CASH donations (like an iPad, or TV, or raffle basket items) given to your group for fundraising use must be **TRACKED SEPARATELY WITH A DOLLAR AMOUNT FOR EACH ITEM.**
 - ▶ Be sure to submit to Unit Treasurer for each fundraiser/event/activity.
- ▶ Gift cards donated to PTA for prize use in a fundraiser are considered CASH by the State, but should be tracked separately also.
- ▶ Look to BCPTA and CAPTA for further information coming soon...

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Alcohol at PTA Fundraisers



- California Education Code, Chapter 8, Article 2, Section 82580: "It is unlawful to offer or sell any controlled substance, alcoholic beverage or intoxicant on school premises."
 - Host Liquor Liability is NOT automatically provided by your general liability insurance coverage
 - If someone consumes too much alcohol at your event and is involved in an accident, your PTA may be named in a lawsuit
 - You must contact your insurance provider to confirm the specific coverage needed
 - PTAs may not engage in the sale of alcoholic beverages
- ▶ **ALCOHOL IN SILENT AUCTION OR RAFFLE BASKETS** (Better to not...)
 - ▶ *Allowed if a permit from the ABC (Alcohol Beverage Control) is acquired. Alcoholic beverages won in a raffle or silent auction may not be opened or consumed at PTA events.*

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Insurance

- AIM is PTAs insurance provider
- ▶ **Bodily Injury and Property Damage**
 - ▶ Bodily Injury & Property Damage are covered in 2 parts under your General Liability policy:
 - ▶ 1. **Liability** - \$1 million per occurrence and a \$2 million general aggregate to cover damages for bodily injury or damage to property of others.
 - ▶ 2. **Extended Medical Payments** – Up to \$5,000 per person to cover medical expenses (outside a lawsuit.)

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Insurance

▶ Sponsored Events

- ▶ To extend your General Liability policy to your organization, you must be hosting an event sponsored by your PTA. The requirements of a sponsored event are:
 - ▶ 1. The event must be approved by your organization
 - ▶ 2. The event must be scheduled by your organization
 - ▶ 3. The event must be planned by your organization
 - ▶ 4. The majority of the manpower must be provided by your organization's members

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Insurance

- **It is critical that the RED, YELLOW and GREEN list be reviewed before planning any PTA activities.**
- Consult site administration when planning new activities; some activities covered by PTA insurance are NOT ALLOWED per BUSD policy
- **Read your insurance guides closely.** AIM provides comprehensive insurance guides. Go online or ask your broker for copies.

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Gifts and Donations to BUSD

The majority of fundraiser proceeds should be gifted to BUSD for benefit of the school program supported

All gifts or donations from PTA to BUSD must be preapproved by the site administrator

Gifts to schools or the district may be cash, equipment, or supplies

Funds should be remitted to the school or district business office accompanied by a BUSD Gift Report & PTA Fiduciary Agreement

The purpose of the donation/gift should be clearly described

Gifts and donations become the property of BUSD

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Reminder, PTAs **CANNOT...**

- Guide, direct, or establish guidelines for a school program or activity
- Pay for materials or supplies that the school district is required to provide
- Directly order buses or other transportation for a BUSD program
- Purchase *and maintain* equipment or structures used by the students/staff
- Directly hire and pay staff of BUSD (BUSD Policy)
- Manage district personnel
- Displace school staff with volunteers or "outsourced" personnel
- Provide or manage curriculum for the classroom
- Represent themselves as agents of the school or the district

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**QUESTIONS,
COMMENTS,
AND
DISCUSSION**

