

BCPTA LIST Fundraising & Programs

May 2021

Today's Agenda

The Mission & Purpose of PTA

PTA Fundraising & Programs

Guidelines for Compliance and Success

PTA Programs

Focus on Students and Families

PTA Fundraising

Keeping it Legal

Q & A

Mission of PTA



To make every child's potential a reality by engaging and empowering families and communities to advocate for all children.




To positively impact the lives of all children and families.

everychild.onevoice.

Purpose of PTAs in California

- ▶ To promote the welfare of children and youth in home, school, places of worship, and throughout the community
- ▶ To raise the standards of home life
- ▶ To advocate for laws that further the education, physical and mental health, welfare, and safety of children and youth
- ▶ To promote the collaboration and engagement of families and educators in the education of children and youth
- ▶ To engage the public in united efforts to secure the physical, mental, emotional, spiritual, and social well-being of all children and youth
- ▶ To advocate for fiscal responsibility regarding public tax dollars in public education funding



PTA Fundraising & ▶ Programs

Guidelines for Compliance and Success

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 and successes with parents and the community (social media, press releases, etc.)
- ▶ Learn about and understand PTA procedures
- ▶ Collaborate and compromise
- ▶ Plan ahead and early
- ▶ Publicize your annual program calendar
- ▶ Transparency and communication
- ▶ It's not personal - IT'S FOR THE KIDS

VP / Chair Procedures

- ▶ Check AIM Insurance and Loss Prevention Guide
- ▶ Present budget, plan, and any vendor contracts to executive board and association for approval
- ▶ Clear the dates with the school and reserve needed facilities and equipment
- ▶ Recruit enough volunteers to conduct the project
- ▶ Assign each volunteer specific tasks and develop a work schedule
- ▶ Solicit donated goods and services
- ▶ Make firm arrangements with vendors
- ▶ Obtain all necessary permits (raffle, ABC, Use of Facilities, etc.)
- ▶ Be sure each vendor is fully covered by his own liability insurance and Workers' Compensation insurance
- ▶ Have vendor sign a Hold Harmless Agreement and obtain a copy of the vendor's certificate of insurance

Insurance

- ▶ AIM is PTA's insurance broker
 - ▶ AIM = Association Insurance Management, Inc.
 - ▶ Website: aim-companies.com
 - ▶ E-mail: capta@aim-companies.com
 - ▶ Telephone: 800.876.4044 or 214.360.0801
- ▶ Consult the AIM Insurance and Loss Prevention Guide prior to planning any events or fundraisers; the guide includes:
 - ▶ Copy of your policy
 - ▶ Guidelines for approved activities (**red**, **yellow**, **green** list)
 - ▶ Waiver forms (volunteer and participant waivers)
 - ▶ Incident report forms

Insurance

- ▶ The PTA insurance policy is designed to cover allowable PTA events
 - ▶ The event must have been approved by your PTA association (motion to approve at a PTA meeting and noted in the minutes)
 - ▶ The majority of the manpower at the event must be provided by PTA volunteers
 - ▶ If the PTA sponsors a **RED** event and someone is injured because of PTA negligence, the individual PTA officers could be held personally liable
- ▶ Consult with your principal when planning new activities; some activities covered by PTA insurance are **NOT ALLOWED** on school campuses per BUSD policy
- ▶ Contact AIM for coverage information on any activities not listed in the insurance guide
- ▶ Contact Burbank Council PTA and AIM **IMMEDIATELY** if an accident, injury, or financial loss occurs

Planning the Budget

Plan ahead

Start working at least three (3) months in advance

Be Realistic

Be realistic about actual costs, break out major spending categories, ask for donation of goods

Refer

Refer to past event budgets as a guide

Discuss

Discuss budget needs with Treasurer and President and present plan to the Executive Board

Inform

Inform committee chairmen of their budgeted amounts

Ensure

Ensure program and fundraising expenses stay within budget

Remember

Budgets are estimates and subject to executive board and association approval PRIOR to spending

Contracts

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.

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
- ▶ Do not pay or enter into contracts with vendors or consultants who provide services during the instructional day or co-curricular programs (assemblies, field trips, coaches, etc.)
- ▶ 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, concessionaire, or service provider it uses



▶ PTA Programs

Focus on Students and Families

PTA Programs

▶ Types of programs to consider

- ▶ Academic enrichment programs, such as field trips, assemblies, or after-school art, drama, music, math, and reading programs
- ▶ Events and activities that promote family engagement at school and focus on strengthening home and school relationships
- ▶ Health, wellness, and safety programs

▶ California State PTA Programs

- ▶ CAPTA Convention
- ▶ Regional Leadership Conferences
- ▶ CAPTA Legislation Conference
- ▶ School Smarts Parent Engagement Program
- ▶ Scholarships
- ▶ Teacher Appreciation Week

▶ National PTA Programs

- ▶ National PTA Convention
- ▶ National PTA Legislation Conference
- ▶ School of Excellence
- ▶ Reflections Art Program
- ▶ STEM + Families
- ▶ Healthy Lifestyles
- ▶ PTA Connected

PTA Programs

- ▶ Should take place outside of the school day
- ▶ Support, but do not replace, school curriculum
- ▶ Should focus on connecting families to the school, parent education, and student academic achievement
- ▶ Should be mindful of equity
- ▶ Should be inclusive of all students (i.e., instead of “Muffins with Moms” or “Donuts with Dads,” try “Breakfast with Buddies”)
- ▶ Promote PTA involvement and membership
- ▶ Promote PTA advocacy
- ▶ Broaden volunteer opportunities
- ▶ Bring recognition to your school and PTA
- ▶ Connect your PTA to the community at large
- ▶ Increase the **FUN** in your PTA!

The “3-to-1 Rule”

There should be at least three (3) non-fundraising programs that support the mission of PTA for every one (1) fundraiser.



▶ PTA Fundraising

Keeping it Legal

Standards for PTA Fundraising

- ▶ PTA is an advocacy organization, not a fundraising organization
- ▶ PTA programs receive first priority when allocating PTA funds in the PTA budget
- ▶ PTAs may raise funds to **finance PTA programs and projects**
- ▶ The program or project must **support the goals of PTA** and must be related to the educational, charitable and philanthropic purposes as a tax-exempt organization
- ▶ **Fundraisers should be fun and not be a burden** to the school staff or parent volunteers, compete with or detract from school lunch and nutrition programs, or conflict with other PTA, school, or community events
- ▶ Children should never be used to sell door-to-door or exploited to raise funds

Fundraising Guidelines

- ▶ All fundraisers must be approved in advance by the PTA executive board, PTA association, and the school site administrator
- ▶ 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
- ▶ No student may be 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

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

Handling Cash Properly

- ▶ Make a plan with the treasurer or financial secretary in advance
 - ▶ Use the Request for Advance form to obtain funds for your event or fundraiser
 - ▶ Review start-up cash procedures with your Treasurer
- ▶ Two people always count money
 - ▶ One counter should be an elected PTA officer or a PTA chairperson
 - ▶ 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
 - ▶ One copy of the Cash Verification form goes to the Treasurer, one to the Financial Secretary (if applicable), and one is kept by the Chairperson
- ▶ Secure money in a safe or lockbox on school property once counting is completed
- ▶ No commingling of funds with other entities (School/BUSD, foundations, boosters, other PTAs, etc.)

Types of Fundraisers

- ▶ Direct Sales/Selling a Product
- ▶ Direct Donation
- ▶ Indirect/Passive Fundraisers
 - ▶ AmazonSmile and shopping apps
 - ▶ Store loyalty programs
 - ▶ Restaurant nights
- ▶ Events
 - ▶ Jog-a-Thons, Read-a-Thons
 - ▶ Family Picnics / Carnivals
 - ▶ Movie Nights
- ▶ Grants and Scholarships

Direct Sales/Selling a Product

- ▶ Consider what makes sense for your school culture and PTA goals
 - ▶ Spiritwear sales
 - ▶ Scholastic book fairs
 - ▶ Catalog sales of fruit, gift wrap, or other gift items
 - ▶ Bottled water and healthy treats at PTA and school events
- ▶ Consider time of year and products you are selling
- ▶ Payment collection and percentage splits
- ▶ Logistics of product delivery
- ▶ Prizes? Consider delivery and types of incentives

Using a Commercial Fundraising Company

- ▶ A commercial fundraiser is typically a for-profit company that runs an event or direct donation fundraiser on behalf of your PTA (APEX is one example)
- ▶ Commercial fundraisers must be registered with the State of California and carry insurance
 - ▶ Require proof of State registration and insurance before engaging in a contracted event with a commercial fundraiser
 - ▶ Failure to do so can expose your PTA of fines by the State of California and revocation of your PTA's charitable status
- ▶ Commercial fundraisers are a for-profit company and typically take a large percentage of funds donated in the name of the PTA
 - ▶ Be sure to clearly understand the amount charged by the company and be clear to your donors about this.
 - ▶ **Example:** *ABC Fundraiser takes 40% of all funds raised. For a donation of \$100, the PTA will receive \$60, the company will get \$40.*
- ▶ Ensure that incentives, prizes, and activities offered by the commercial fundraiser are minimal and do not create inequitable circumstances for students or interfere with instructional time

Individual Donations / Direct Ask Campaigns

- ▶ Offering a single, direct fundraiser may work well in communities that are experiencing “giving fatigue” from too many events.
- ▶ Be clear on the fundraising goal and explain what the funds are used for
- ▶ “Restricted funds”
- ▶ Be realistic when setting goals
- ▶ Provide ability to donate online, if possible (PayPal, Square, etc.)
- ▶ Communicate frequently on how the fundraiser is doing, final amount collected, and how the funds were used

Tax Receipts For Donations

- ▶ Donations can be sought from individuals or corporations
- ▶ Donations may be either cash or in-kind (donations of products or services)
- ▶ **Work with your treasurer on tracking noncash donations**
- ▶ **For a cash or in-kind donation of more than \$250, PTAs must provide written acknowledgment to the donor**
 - ▶ List the items donated
 - ▶ Include the PTA's EIN
- ▶ **If goods or services are provided in exchange for a donation of more than \$75, PTAs must provide written acknowledgment to the donor**
 - ▶ Quantify the value of the donation (cash-equivalent)
 - ▶ Document how the donation was received (cash, goods or services)

Sponsorship vs. Endorsements

- ▶ PTA's Noncommercial Policy dictates that 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
- ▶ Thanking companies for their support is okay
 - ▶ The acknowledgment of thanks can list the corporate sponsor's name, logo, address, telephone number, and products
- ▶ Endorsing a product or company is **NOT** okay
 - ▶ PTAs may not promote services, businesses, people, or products
 - ▶ If PTA provides a Web link to an e-commerce business, a disclaimer must be included on the PTA website

“PTA does not endorse, warrant or recommend any of these products. PTA will receive a small percentage of every sale. If you decide to purchase any products, we thank you.”

Sponsorship vs. Endorsements



SPONSORSHIP

“Thanks to Joe’s Pizza for donating all the pizza for our hungry volunteers at the Jog-a-Thon on Thursday.”



ENDORSEMENT

“Thanks to Joe’s Pizza, **the best pizza place in the whole city**, for donating all the pizza for our hungry volunteers at the Jog-A-Thon on Thursday.”

Obtaining Grants

- ▶ PTAs may apply for grants in order to fund PTA projects and programs
- ▶ The executive board and association must approve the project that the grant will fund PRIOR to grant application
- ▶ The project for which a PTA is seeking grant funds must be one that...
 - ▶ Promotes the purposes of the PTA
 - ▶ Is relevant to the PTA's goals
 - ▶ Has been approved by a vote of the membership
 - ▶ Will not commit the participation of succeeding PTA boards
- ▶ A grant writing chairperson can be appointed by the president to coordinate PTA grant writing efforts
- ▶ PTA may NOT apply for grants on behalf of the school or school district
- ▶ Research the grant
 - ▶ Who will they fund
 - ▶ What are the requirements after the funding
 - ▶ Timeline of compliance
- ▶ Have a plan
 - ▶ Who will be involved to apply for the grant
 - ▶ Who will be involved if the grant is funded

Raffles VS. Opportunity Drawings

▶ Raffle

- ▶ Tickets are sold or money is otherwise exchanged for the chance to win a prize
- ▶ **REQUIRES PERMIT** from the State of CA (work with your President and Treasurer)
- ▶ Must meet the 90/10 Rule
- ▶ **50/50 Raffles are ILLEGAL in the state of California except for professional sports foundations -- DO NOT DO THEM**
- ▶ A 50/50 raffle fundraising involves the sale of raffle tickets with the proceeds being split evenly between the winner and your organization

▶ Opportunity Drawing

- ▶ Tickets are offered, free of charge, to anyone and everyone, for the "opportunity" to win a prize
- ▶ Common type of opportunity drawing is a PTA meeting door prize
- ▶ No permit needed
- ▶ **No exchange of money or goods may occur to receive a ticket**

Raffles Rules and Reports

▶ **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
- ▶ Only 10% of the receipts from the raffle may be used for prizes or costs associated with running the raffle (tickets, cellophane, baskets, etc.)
- ▶ Use only donated items - DO NOT purchase raffle prizes
- ▶ PTAs in Burbank have received “love letters” and fines from the CA OAG/DOJ

▶ **Raffle Report**

- ▶ A separate raffle financial report, due October 1st, must be completed for each raffle conducted during a reporting year (Sept. 1 - Aug. 31)
- ▶ Track raffle income and expenses SEPARATELY from your other fundraisers

Alcohol at PTA Fundraisers

- ▶ **Avoid serving alcohol at PTA events**
 - ▶ Alcohol **MAY NOT** be sold, consumed, or distributed on BUSD campuses
 - ▶ Host Liquor Liability is provided by AIM general liability insurance coverage, BUT...
 - ▶ 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 AIM if any alcohol is to be served at an event to confirm the specific coverage needed
 - ▶ License from the Alcohol Beverage Control (ABC) board may be required (\$100)
- ▶ **Avoid alcohol in Silent Auction or Raffle Baskets**
 - ▶ Not allowed if event is on BUSD campus
 - ▶ ABC license required



Gifts and Donations to BUSD

- ▶ Funds that are raised to support BUSD programs and initiatives should be gifted to BUSD
- ▶ BUSD will pay vendors/consultants directly (bus companies, assemblies, etc.)
- ▶ Funds should be remitted to district business office accompanied by a BUSD Gift Report; work with your President and Treasurer to do this
- ▶ The purpose of the donation/gift should be clearly described on the gift report
- ▶ Gifts and donations to BUSD become the property of BUSD



QUESTIONS?