



Fundraising & Programs Handbook

May 2021

BURBANK COUNCIL PTA LEADERSHIP IN-SERVICE TRAINING

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RESOURCES

Many resources are available to make your job easier. The PTA Toolkit has valuable information and can be accessed at the PTA website at toolkit.capta.org. Additional printed materials are provided free in the summer mailing from CAPTA. When in doubt, contact your counterpart at the council PTA.

Burbank Council PTA

- Website: www.burbankcouncilpta.org
- Like us on Facebook at Burbank Council PTA
- Follow us on Twitter @BurbCouncilPTA
- Your Burbank Council PTA contacts are:

Lori Little

2021 - 2022 President

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Wendi Harvel

2021 - 2022 First VP Leadership

Leadership@BurbankCouncilPTA.org

First District PTA

- Website: www.pta1.org
- Like First District PTA on Facebook, Twitter, and Instagram

California State PTA

- Website: www.capta.org → PTA Leaders → Run Your PTA
- PTA Toolkit: The online version of the PTA Toolkit is available at toolkit.capta.org.

National PTA

- Website: www.pta.org → Run Your PTA
- Fundraising: www.pta.org/home/run-your-pta/marketplace/PTA-Fundraising-Marketplace
- Local Leader Kit: www.pta.org/home/run-your-pta/local-leader-kit
- eLearning: <https://www.pta.org/home/run-your-pta/elearning>

PTA Insurance Broker

Association Insurance Management, Inc.

800-876-4044 or 214-360-0801

Email: capta@aim-companies.com | Website: www.aim-companies.com

Additional information: capta.org/pta-leaders/services/insurance/

ABOUT PTA

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

PTA believes parents are more than fundraisers. No amount of fundraising equals the impact of a single piece of legislation!

In both schools and communities, PTA volunteers are recognized as leaders and advocates. PTA includes an ever-changing set of volunteers, and developing leadership skills is an important step toward creating successful activities and programs and managing the business needs of the PTA.

When PTAs offer programs, activities and events for families to actively participate in school life, it helps to improve student outcomes and school performance from preschool to high school.

PURPOSE OF THE PTA

- To promote the welfare of children and youth in home, school, community, and place of worship.
- To raise the standards of home life.
- To secure adequate laws for the care and protection of children and youth.
- To bring into closer relation the home and the school, that parents and teachers may cooperate intelligently in the education of children and youth.
- To develop between educators and the general public such united efforts as will secure for all children and youth the highest advantages in physical, mental, social, and spiritual education.

MISSION STATEMENT

The mission of the California State PTA is to positively impact the lives of all children and families.

ORGANIZATION GOALS

- Advocate for the education, health, safety, and well-being of all children
- Inform, engage and empower our members and the public on issues concerning children and families
- Mentor the leaders of tomorrow
- Promote, practice and embrace inclusiveness
- Promote and build family engagement to foster positive outcomes for every child
- Strengthen our voice for all children by increasing membership

JOB DESCRIPTION – PROGRAMS

KEY ROLE – Program Chairman

- Works with the committee and other chairmen to plan and organize programs for the school year
- Collaborates with principal, PTA president, other committee chairmen, and campus student groups to coordinate, plan and implement programs
- Develops annual program calendar and presents it at PTA association meeting for adoption
- Publicizes approved program calendar using newsletters, website, social networks, and school handbook
- Oversees and delegates volunteer recruitment for implementing and running programs

QUICK TIPS – PROGRAM CALENDAR

Check dates and times for:

- School district and community events
- Religious or public holidays such as Hanukkah, Presidents’ Day
- Traditional PTA events – Founders Day, board elections, Reflections Program
- Public Awareness dates – National Child Safety Month, Red Ribbon Week
- PTA meeting schedule in bylaws
- PTA council and district schedules
- Best times/days for families to readily participate

GETTING STARTED

- **Preparation** – Review procedure book and materials supplied by last year’s program chairman to get an overview of what programs worked best for your campus.
- **Schedule Meeting** – Meet early with the program committee, appointed by the president-elect. Involve experienced and new volunteers on the committee to share decision-making and work.
The committee may include members, students, teachers, principal and, as a resource, chairmen for hospitality, publicity, parent education, health or safety.

WHAT TO DO

Programs provide opportunities to enhance a school campus by boosting student achievement, stimulating family engagement, promoting community and meeting student needs so they thrive.

PTA programs focus on parent education nights, student achievement, wellness and safety presentations, special events and student activities. Consider varying the type and format of programs – town hall, panel, video, student activity or family event – offered each year. Develop a program plan collaboratively to encourage inclusiveness and participation of the school community.

Defining Program Goals

- Review prior years' programs to see what worked best
- Survey school community on preferences for programs
- Prioritize community feedback to determine program plans
- Network with other PTAs for possible collaboration
- Brainstorm ideas on programs with board and committee members
- Check program information from council, district, State and National PTA for resources and ideas

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.
- **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.

DID YOU KNOW ...?

For PTA activity plans, you should:

- Refer to current ***Insurance and Loss Prevention Guide***, mailed annually to unit presidents, for guidelines on approved activities.
- **Never sign a Hold Harmless Agreement on behalf of the PTA.** If asked to sign a Hold Harmless Agreement, the PTA should contact the California State PTA insurance broker.
- When directed by the insurance broker to sign the **Facilities Use Permit Addendum** for events held on public school campuses, locate the form in the *Toolkit*, Forms section.
- Obtain a **Hold Harmless Agreement** and **Evidence of Insurance** from each vendor, concessionaire or service provider used. Instead of providing Evidence of Insurance to each individual unit, the vendor, concessionaire or service provider may file an annual copy of coverage with the California State PTA insurance broker.

Presenting Programs

- Arrive early and check the site for requested equipment, room set-up, and hospitality arrangements
- Allow extra time to test all sound and audio-visual equipment before the program starts
- Greet presenter, provide nametag, agenda and briefly review presentation format and content
- Introduce presenter and topic and, after the presentation, extend the group's appreciation
- Act as host during social time
- Send thank-you notes promptly, along with authorized expense reimbursements, photos or press clippings

Evaluating Programs

- Review completed programs as a committee on what worked best, report to PTA board or association and make recommendations for future planning groups
- Pass on program flyers and publicity to historian for PTA records
- Maintain a procedure book, noting successes and failures, ideas for future presentations, copies of correspondence, program resources and references

JOB DESCRIPTION – FUNDRAISING

Key Role – Fundraising Chairman

- Works with a committee, appointed by the president, to plan and organize fundraising activities
- Focuses on raising the amount of funds needed to meet the unit’s budget
- Presents reports on proposed fundraising activities at board and association meetings for approval

GETTING STARTED

Preparation – Review files and materials from the last term to better understand the scope of your new position. Learn more about:

- PTA financial policies, procedures and best practices
- *Insurance and Loss Prevention Guide*

It’s also worthwhile to talk to last term’s chairman to get advice and tips about your new role.

Schedule Meeting – Soon after election, meet with the fundraising committee to create a plan for the upcoming year. Assess what worked best in the past and what might be changed or introduced as a fundraiser.

Delegate tasks to committee members such as publicity, donations and volunteer recruitment for fundraising events.

HOW-TOS

Units engage in a wide variety of fundraising efforts to finance PTA programs and activities to:

- Promote family engagement in school to support student success
- Meet the interests, needs, and resources of the school community

Many PTAs fund academic enrichment programs such as field trips or after-school art, drama, music, math and reading programs. Other PTAs support health programs, safety, and physical education.

Fundraising Options – There is a broad range of options for PTA fundraisers. They include organizing product sales, providing services, promoting ‘Give Back’ programs, soliciting pledges and applying for grants.

When you create a fundraising plan, consider what format might work best: an in-person activity or a virtual fundraiser. Think about the duration of a fundraiser and if an ongoing activity or short-term event is a good fit.

Keep in mind that PTAs should use the 3-to-1 Rule. For every fundraiser, PTAs organize three, non-fundraising activities to grow family engagement and home-school partnerships.

In selecting a fundraiser, the committee should also ensure that it:

- Creates goodwill for PTA
- Does not exploit students or involve door-to-door sales by students
- Involves no commercial or advertising obligations by the PTA as a nonprofit 501(c)(3) organization

Before identifying the best date/time for your fundraiser, look at PTA and school calendars to see what holidays and other activities are already scheduled.

Examples – Book Fair | Recycling | Holiday Boutique | Auction | Spirit Wear Sale | Arts and Crafts Fair | Carnival | Valentine Grams | Plant and Flower Sale | Walk-A-Thon | Game Snack Bar

PTA POLICIES AND FUNDRAISERS

The *California State PTA Toolkit* provides guidelines, best practices, and tips for fundraising. When choosing a fundraiser, ensure that it complies with:

- PTA goals, policies, and purposes as a 501(c)(3) nonprofit organization
- School district policies on facilities' use, equipment, safety, food services, and nutrition
- State and local laws regulating charitable solicitations or sales and games of chance
- Requirements in the *Insurance Loss and Prevention Guide* on approved PTA activities

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.”

Contracts – Contracts with a vendor are always signed by two board members: the president and another elected officer. Before signing a contract on behalf of your PTA:

- Get your association's approval and check that it is recorded in meeting minutes
- Verify that vendors are fully covered by their own liability insurance and Workers' Compensation and obtain a copy of their certificate of insurance
- Have vendors sign a Hold Harmless Agreement

With any contract, the president is responsible for the agreement and should clearly identify that it is the PTA entering into the contract and not the president as an individual. The signature on a written contract should read, “ ABC PTA by Jane Smith, President and (name), officer.”

In addition, as a PTA officer, never sign a Hold Harmless Agreement on behalf of your PTA. Signing such a contract naming the PTA responsible for all injury and damages may increase PTA's liability and the amount PTA might have to pay if a claim occurs.

If you have questions about a contract, contact the PTA insurance broker to review it prior to signing.

Did you know? PTA Board Members:

- Adhere to PTA financial procedures as outlined in bylaws and State and National PTA guidelines
- Protect members' privacy by utilizing member information for PTA work only
- Attend PTA sponsored workshops or training
- Maintain a current procedure book and files to pass on to a successor
- Work together as a team to improve the lives of all children and their families

CHAIRMAN AND COMMITTEE PROCEDURES

Based on goals established for the year, the president and the executive board determine which programs and projects should be implemented and which might be undertaken, remembering that the membership must approve all projects.

While every PTA operates within the Purposes and basic policies of the PTA, each unit will become involved in programs and projects according to its interests, its needs, and its volunteers. No PTA can be expected to do everything.

*Committees are formed to plan, promote, and implement the activities of the PTA. The **quorum** for a committee is a simple majority of the members serving on that committee.*

Committee members must understand that:

- *Committees do not function as separate groups but are part of the association and must operate within the framework of PTA bylaws, policies, and procedures;*
- *Committees make recommendations, not decisions;*
- *All projects and activities must have the approval of the executive board and the association in advance; and*
- *All money raised or derived from the activities of a committee is deposited in the unit treasury and shall not be expended by any chairman or committee without the approval of the executive board and association.*

CHAIRMAN DUTIES

- Convene a committee.
- Serve the executive board, according to the bylaws.
- Provide directional leadership for the committee.
- Set an optimistic and enthusiastic tone.
- Develop and maintain a procedure book (see Procedure Book, Running Your PTA Chapter).
- Refer to Bylaws for Local PTA/PTSA Units as needed.
- Assist and/or accompany the PTA president to meetings with decision-makers from the school, community, or city government.
- Submit a written/oral report at each executive board meeting. Include all committee recommendations and a written financial accounting of all monies received and disbursed to implement approved recommendations
- Keep the committee focused on making appropriate recommendations.
- Ensure that the committee assignment is completed and the action reported back to the board association.

- Become acquainted with the school staff, school district staff, and decision-makers, including members of the site council and school board.
- Survey parents to determine interests and needs in the home, community, and school.
- Develop a program plan. Ensure that the plan meets California State PTA insurance requirements. See *Insurance and Loss Prevention Guide* for allowable, discouraged, and prohibited activities.
- Coordinate PTA activities with the school calendar and principal.
- Present the plan to the PTA board for approval.
- Plan all events well in advance, with a minimum timeline of three months.
- Educate parents and the community at an informational meeting.
- Encourage membership to actively participate in PTA programs.
- Collaborate with other PTAs and community agencies to obtain information, materials, and speakers.
- Network with other PTAs in the school district to coordinate events.
- Communicate with council and district PTA counterparts.
- Share information prepared and distributed by the council and district PTA, California State PTA and National PTA.
- Publicize activities. Use the newsletter and website to promote, educate, and inform. Contact the media or enlist the help of the PTA public relations coordinator.
- Attend council and district PTA trainings, California State PTA convention and National PTA convention.
- Keep fundraisers simple and low stress. Consolidate PTA activities with school events that bring out parents and students.
- Plan more low-key, family-oriented social events.
- Evaluate the program and document lessons learned for future program chairmen.

COMMITTEE CREATION

The number of committees needed to carry on the work of the unit will depend upon the size of the membership and the program and activities (goals) for the year.

The responsibilities and goals of the committee must be clearly defined. The committee members should know if funds have been allocated for the committee's use and what records or resources are available to them. Depending on the type of event you're planning, committees might be formed around tasks such as site planning, meals or refreshments, decorations, awards, gathering auction or raffle donations, obtaining corporate sponsorships, event staffing and registration, promotion, and publicity, and cleanup.

Committee members must understand that:

- Committees do not function as separate groups but are part of the association and must operate within the framework of PTA bylaws, policies, and procedures;
- Committees make recommendations, not decisions;
- All projects and activities must have the approval of the executive board and the association in advance; and

- All money raised or derived from the activities of a committee is deposited in the unit treasury and shall not be expended by any chairman or committee without the approval of the executive board and association.

CREATING AN EVENT

PRELIMINARY PLANNING

- Begin six months in advance, if possible.
- Discuss and obtain approval to hold an event from the PTA executive board and principal or a school representative.
- Ensure the event will not conflict with other unit, council or district PTA observances.
- Obtain a vote of approval for the event at a meeting of the association. Include a motion to disburse monies to cover the estimated cost involved.
- If being held off campus, obtain permission for facility use from the appropriate manager. If asked to sign a Hold Harmless Agreement, contact the California State PTA insurance broker.
- PTA president appoints the event chairman and committee. Determine the goals of this committee.
- Articulate what the committee hopes to accomplish with the activities.
- Appoint several members to the planning committee.
- Unit bylaws and standing rules may have information to guide the project. If possible, include the principal or a faculty member, the public relations/publications coordinator (if there is one), and a student (see Event Planning Worksheet, Forms Chapter).
- Review event material—make copies as needed. From previous chairman or committee, obtain the procedure book, *National PTA Quick-Reference Guide*, *Our Children*, and *PTA in California*.
- Discuss budget needs with the president and treasurer and present your event budget to the executive board for approval. The PTA unit budget should be planned with a line item for the event. The planned activities must stay within the budget.
 - When you're creating your event budget template, break out your major spending categories. For instance, you might include things like:
 - Venue/Rentals
 - Decor
 - DJ/Vendors/Contractors
 - Prizes
 - Advertising
 - Supplies/Equipment
 - Technology
 - Food and Drink
 - If necessary, the community may be asked to partner by donating materials, hospitality items and perhaps even a grant or sponsor to underwrite the planned activity or event.
 - Be realistic in estimating the costs.

- Unless this is the first year of your fundraiser or event, refer to past chairmen’s budget(s) for help.
- Map out ALL your expenses so you can make informed decisions.
- What are you budgeting for? Specify the needs of your event and break out your major spending categories.
- What are your exact costs? Walk yourself through the lifecycle of your event and list the line items you’ll need under each category.
- What’s your projected event revenue? Estimate how much you will make, including revenue from tickets, sponsors, vendors, and anything else coming in.
- Are there unknown variables to work into your event budget template? This is your contingency plan. If you end up not needing it, even better — that’s a buffer in your bank.
- Could you make your budgeting easier with technology? Google Sheets or Excel spreadsheets are excellent tools to keep track of your income and expenses.
- Decide on a focus area, if any. Brainstorm ideas with the committee. Decide on activities that have the best chance for good participation from the student-body, the parents, and the community. If the PTA has never held this event before, do not overwhelm the faculty with activities.
- Keep in mind past traditions but also investigate new ways to hold an appropriate event that will fit the school and community.
- Select a theme as the major focus, and decide on the type of program (e.g., family dinner, musical program). As early as possible, check the school calendar and decide on a date.
- The Americans with Disabilities Act requires that disabled persons must be reasonably accommodated by modifying policies, making physical changes and obtaining equipment to assist their participation in any activity. For PTA meetings/events, this could include seating to accommodate an attendant accompanying a member or reserved seating in a location to accommodate a member’s special need, providing written handouts to supplement discussion and/or providing qualified read having a hearing or sight impairment.
- Discuss rules and expectations with facility management. Put all agreements in writing. Determine if permission or permits from the school district or city are needed.
- Notify parents and community to “save the date” for the event. Also, send notes to past and present PTA presidents, leaders and award recipients, and school district and community members.
- Notify staff, explaining event goals and requesting their support.
- Schedule at least three committee meetings prior to the event.

Never sign a Hold Harmless Agreement on behalf of the unit, council or district PTA until the California State PTA insurance broker has been consulted.

EVENT DEVELOPMENT

Begin three months in advance, if possible. Develop a timeline utilizing check sheets. Assign committee members specific duties.

Service Providers/Speakers/Program Participants (At Least Two People)

- One person should be designated as the contact person on invitation letters.
- One person should assist with paperwork (Service Provider/Speakers/Program Participants Check List).

Publicity Campaign (At Least One Person)

Publicity may include the use of one or more of the following:

- News releases
- PTA newsletter articles
- Posters for placement at local business locations
- Radio/cable television PSA “spots”
- Website promotion
- Email alerts

Handouts/Fliers (At Least One Person)

Handouts may include the following:

- Fliers to parents
- Attendee record form
- Permission slips, if necessary
- Service provider station signs

PRE-CRUNCH

- Begin two months in advance.
- Send a follow-up letter to confirm service provider participation, including a map of the school and parking location (See Sample Participant Response Form below).
- Develop fliers to inform parents and the community of the event.
- Develop news releases.
- Request equipment from a school district or facility manager to meet service provider needs.

CRUNCH TIME

- Begin one month in advance.

Operations (At Least One Person)

Responsibilities include:

- Overseeing facility, equipment, and overall operation.
- Checking all participating service provider/speaker/program participant requirements.
- Coordinating with the school district and school custodian.
- Ensuring all equipment is in working order.
- Consulting with appropriate facility management.
- Considering whether additional service providers are needed and reviewing other logistic issues.
- Cleaning up after the event.

Outreach (At Least One Person)

This committee member will

- Organize volunteers and coordinate hospitality.
- Select invitees from the local area. Send a letter of invitation requesting participation, including a response due date.

- Be sure to have sufficient tables and chairs as required by participating service providers. This information will be available upon receipt of the response form.
- Provide custodian/facility manager with a detailed drawing of the layout for tables and chairs.
- Plan for access for the disabled.
- Recruit and schedule volunteers. Utilize nursing schools, dental schools, and public health agency health promoters.
- Plan refreshments, such as coffee and donuts in the morning or a light lunch for all participating service providers and volunteers.
- Check to ensure all equipment requirements can be met.
- Distribute event fliers and email announcements to parents and the community.
- Prepare service provider station signs.

DAY OF THE EVENT

- Have nametags ready for all service providers/speakers/program participants and volunteers.
- Check to make sure the hospitality area is in order and refreshments prepared.
- Check the setup of the event stations and all audio-visual equipment.
- Welcome the service providers/speakers/program participants and be sure to give them an evaluation sheet (Evaluation Form) that should be collected before they leave at the end of the event.
- Have volunteers sign in, including addresses, telephone numbers, and email addresses.
- Have at least two designated troubleshooters for the day, and make sure that the service providers and volunteers know who they are.
- Clean up the facility and leave it in as good or better condition than it was.

AFTER THE EVENT

- Tabulate the evaluations.
- Send thank you notes to all participating service providers/speakers/program participants and volunteers.
- Write an event report and place it in the procedure book. Include ideas for changes gleaned from the evaluations and comments from participants.
 - Did the activities help to accomplish goals?
 - Was there good participation from the faculty and the parents?
 - Did the kids enjoy it?
 - What are the recommendations for next year?

FUNDRAISING OR PROGRAM VICE PRESIDENT/CHAIRMAN FINANCIAL DUTIES

- Meet with the committee to develop a plan of work that supports PTA's goal(s) and charitable purposes and meets insurance requirements.
- Present committee's plan of work to the executive board for approval.
- Request release of funds before implementing plans or spending PTA funds.

- Work with the president to have all contracts and/or legally binding documents approved by the executive board and the association prior to being signed by the president and one other elected officer (see Contracts).
- Follow all PTA financial procedures (see Hold Harmless Agreements, Budgeting, Fundraising, Income, Expenditures, Financing Programs at the School).
- Monitor expenditures to ensure they do not exceed authorized amounts.
- Prepare committee report for each activity that includes income, expenses and volunteer hours.

HANDLING PTA FUNDS

GUIDELINES FOR HANDLING PTA MONEY

- Make a game plan with the treasurer or financial secretary in advance
- Two people always count money
 - 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
- Secure money once counting is completed

All cash and checks must be counted and deposited in the bank immediately after the completion of an activity, event, or fundraiser. Two PTA members, one of whom should be a financial officer or a chairman, must count the monies received. The people counting the money shall not be related by blood or marriage or reside in the same household. Do not publicize the place where money is to be counted.

Have all those involved in counting money verify the total and sign the Cash Verification Form. This form is a safeguard when volunteers are handling PTA funds ([Cash Verification Form](#)). Copies of cash verification forms or receipts must be given to the chairman for documentation in his/her activity report. The totals must match the monies deposited for the activity.

The treasurer or financial secretary shall deposit the money immediately in the bank. If immediate deposit or night drop is not possible, plan for the safekeeping of money until it is deposited in the bank. **Never take money home.** For ongoing fundraisers or when money is coming in daily, the money should be deposited **daily** in the PTA's bank account.

Never deposit any money in anyone's personal account or in the school account. **Never leave money unattended, in someone's home or in the trunk of a car** ([Deposits](#)).

Simple procedures for counting money can keep the PTA safe and ensure accurate reporting of receipts to the membership. If money is collected when the banks are not open, make plans with the bank for a night deposit or with the school principal to use the school safe. Be sure

that the amount is documented prior to depositing it in the PTA safe or lockbox. The documented deposit should be placed in a **sealed envelope** signed by the two authorized PTA representatives who counted the funds. **Each party handling the money should count, sign and receive a copy of the Cash Verification form.**

Depending upon the community, a police or sheriff escort to the bank may be provided on request. (<http://toolkit.capta.org/finance/banking/handling-pta-funds/>)

EVENT CASHIERING PROCEDURES

“PETTY CASH” / CASH BOXES

Units may not have petty cash funds. “Petty cash” implies that reimbursements can be made from this cash. This is not allowed. All expenditures must be by check and signed by two elected officers.

Some fundraisers will require some beginning cash on hand. Issue a check payable to the bank or person for the cash bank. This can be credited to the account titled “Cash on Hand.” This cash is to be kept in a locked cash box and used for the fundraiser only. A separate cash verification and deposit should be used to redeposit the beginning cash for an event. (<http://toolkit.capta.org/finance/banking/petty-cash/>)

Cash for events and fundraisers is requested from the PTA treasurer by the event or fundraising chairperson by completing a Cash Advance form. The check should be made payable to the chairperson, who then takes the check to the bank and cashes it, requesting cash and coins in an appropriate ratio.

Event cashiers must verify money in cash box(es) provided by the event chairperson or treasurer by counting it upon receipt. This is to be done prior to the start of the event and as additional cash and/or cash boxes are distributed during the event. A typical cashier’s box will consist of \$100 to \$350 in small bills and coins. **More than one person must be at the cash box(es) at all times.** The event chairperson is to designate the individuals who will be handling money.

MAKING CHANGE DURING EVENTS

Any funds of \$20.00 and over being removed or collected from the cash box(es) for the purposes of making change during an event will be done by the event chairperson(s), a PTA member(s) designated by the event chair(s), the treasurer, or the financial secretary.

SECURING LARGE RECEIPTS DURING EVENTS

It occasionally becomes necessary to remove cash from cashier’s stations during cash-heavy events in order to protect the large amounts of money changing hands. Cashiers should try to determine when their boxes hold more than \$300 to \$500 total and notify the event chairperson that the excess funds should be removed for safekeeping. When these funds are removed from the cash box(es), a Cash Verification Form must be filled out for the amount of the cash taken and signed by both the cashier and the chairperson removing the funds. The funds and the Cash Verification Form are then deposited in the safe until the conclusion of the event.

MONEY COUNTING AFTER AN EVENT

Funds will be taken to a designated counting area by a PTA officer or the event chairperson.

PTA money is not to leave the school premises except to take it to the bank for deposit in the PTA bank account.

A minimum of two PTA members are responsible for the counting of the money. The individuals counting must not be related by blood or marriage nor reside in the same household. A Cash Verification Form must be completed and signed by both parties. A copy of the Cash Verification Form and the matching deposit are placed in a sturdy envelope, sealed, and signed over the seal by both parties who counted those funds. The envelope is further secured by sealing over the signatures with tape. The envelopes are then turned over to the treasurer or the financial secretary for deposit at the bank, either by directly giving it to the individual or by storing it in the safe.

The treasurer or financial secretary will provide a copy of the deposit receipt to the event chairperson. The original copies of the deposit receipts and the Cash Verification Forms are retained in the Treasurer's records. Copies of the Cash Verification Forms are kept with the records of the event by the chairperson.

FINANCIAL OFFICER DUTIES

Bank deposits will be made by the treasurer or financial secretary daily when warranted. When possible, deposits will be made during regular banking hours. If an event finishes after banking hours, deposits will be held in the safe on the school campus until the next business day or a deposit will be made at the bank via night drop, if available. The treasurer or financial secretary will report to the chairperson the amount of money deposited by providing copies of deposit receipts.

SECURING CASH – RECOMMENDED USE OF A PTA SAFE

Some PTAs have purchased and installed drop safes in their school offices for securing cash and checks. Burbank Council PTA recommends the following procedures for the use of an on-site PTA safe.

It is recommended that a safe purchased by a PTA be one with a programmable digital combination and a "hopper" (a hinged lid similar to a mailbox) that allows any PTA board member, chairman, or volunteer to deposit counted cash and checks into the safe without requiring the safe be opened.

Two board members are needed to open the safe at any time. Board members opening the safe will witness removal and/or replacement of the contents and will close the safe and verify that the safe is locked and secure before leaving the premises.

Digital safe combinations are often four (4) or six (6) digits in length. The recommended combination protocol is as follows:

- The president and one other elected officer or appointed chairman *who is NOT the treasurer* shall jointly choose the first three (3) digits by random drawing of numbers zero (0) through nine(9). These individuals shall confidentially retain the first three (3) digits of the safe combination.
- The treasurer and on other elected officer or appointed chairman *who is NOT the president* shall jointly choose the second three (3) digits by random drawing of numbers zero (0) through nine (9). These individuals shall confidentially retain the second three (3) digits of the safe combination.
- The school principal shall retain the full combination in a sealed envelope along with the safe key under lock in a separate location. The combination is also reported to the school district.

Funds that are ready for deposit to the bank must be placed in the safe through the hopper opening until the PTA treasurer or financial secretary collects, transports, and deposits the monies directly into the PTA bank account.

CO-MINGLING OF FUNDS

A PTA is a nonprofit, private organization. To comply with all requirements, regulations and laws, a PTA must handle only those funds over which it has full control. All PTA monies and other assets are the property of the PTA and shall be administered through its own accounts.

A PTA shall not:

- Deposit funds from other groups or organizations in the PTA account;
- Deposit PTA funds in a personal account; or
- Deposit PTA funds in school or school district accounts.

For tax reporting and filing purposes, the IRS considers all monies deposited to the PTA account as that PTA's gross receipts, excluding funds forwarded through channels (e.g., per capita dues).

FUNDRAISING

Fundraising is the method of raising money to finance PTA programs and projects.

PTAs engage in a wide variety of fundraising activities from the more traditional merchandise sales to creative Jog-a-Thons and Reading Rallies. Many PTAs are also utilizing online platforms as a way to further enhance fundraising efforts.

Each local PTA is encouraged to assess its needs annually and to develop a program plan that provides for their unique concerns. Many PTAs fund academic enrichment programs, such as field trips or after-school art, drama, music, math and reading programs. Many PTAs also fund events and activities that promote family engagement at school, to strengthen home and school relationships. Other PTAs support health programs, safety, and physical education.

MISSION-DRIVEN FUNDRAISING

The first question to consider when planning PTA fundraising is, “Why are we raising these funds?”

Every PTA activity, including fundraising, should be focused on our mission:

National PTA Mission

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

California State PTA Mission

The mission of the California State PTA is to positively impact the lives of all children and families.

This means:

- All funds generated by a PTA, including the local portion of dues, should be budgeted for purposes that advance PTA work, such as enhancing student success or improving the school.
- Fundraising activities themselves should be conducted in alignment with the PTA mission.

PTAs should begin each year with specific, mission-driven goals in mind and should identify strategies for reaching those goals before determining the dollar amount needed from fundraising events. They should raise only the funds necessary to meet the needs of the year’s activities and projects, as outlined in the PTA’s budget. In keeping with our mission, National PTA encourages local PTAs to utilize fundraisers in which only adults – not children – are active fundraisers.

Transparency is key: The ways in which funds are raised and spent should be communicated clearly to members and the school community as a whole regularly and in multiple ways

LOCAL REQUIREMENTS FOR FUNDRAISING

Become familiar with state and local requirements for fundraising. These include school district policy for use of school grounds, equipment, food services; local permits for solicitation; municipal regulations for public gatherings – fire, curfew, traffic, food sales, health and safety; and regulations governing tax-reporting requirements.

STANDARDS FOR PTA FUNDRAISING

Fundraising is the method of raising money to finance PTA programs and projects. The fundraising project must support the goals of PTA and be related to the educational, charitable, and philanthropic purposes as a tax-exempt organization. When planning the year's activities, PTAs should use the **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 fundraiser.*

It should involve as many members as possible and be fun. It should 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. It cannot involve commercial or advertising obligations. See National PTA's *Back-to-School Kit* sections Finance and Fundraising, which prescribes the ethics of fundraising.

The fundraising project must have the approval of the membership in advance of the event, and the vote must be recorded in the minutes. Projects must have a specific purpose. If the fundraising project is ongoing (e.g., eScrip), it must be approved each year by the association membership.

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 fundraiser.

FUNDRAISING COMMITTEE RESPONSIBILITIES

PTA fundraising activities are carried out by a committee whose chairman is an appointed or elected member of the executive board. The president should not be a chairman. All plans must be approved in advance by the executive board.

The major responsibility of the fundraising committee is to raise the amount needed to meet the proposed unit budget and to work cooperatively with the PTA president and treasurer in accounting for receipts and disbursements for the activity. The committee may also plan specific fundraising events and activities. Check the Insurance and Loss Prevention Guide to be sure the activity is allowed.

COMMITTEE PROCEDURES

Fundraising events must be approved in advance by the executive board and association. Approval should be recorded in the minutes. Recruit enough volunteers to conduct the project. Assign each volunteer specific tasks and develop a work schedule. Solicit donated goods and services. Clear the dates with the school and reserve needed facilities and equipment.

(See [Event Planning Worksheet](#); [Preliminary Planning](#))

Make firm arrangements with vendors. Obtain all necessary permits. Be sure each vendor is fully covered by their 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**.

To extend your General Liability insurance policy to your PTA event or fundraiser:

- 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**

FUNDRAISING INVENTORY MANAGEMENT

Many PTAs fundraise by ordering a product from a specific vendor. When the product arrives at a school site, the PTA must maintain product inventory. The PTA executive board must ensure that inventory records are maintained and recorded following all PTA financial procedures. PTA membership approval is needed for each fundraiser before ordering product. Any agreement between the PTA and vendor is a contract that must be honored. Carefully document items ordered. Treat inventory like cash. Just like a cash verification form, have two people count product items upon receipt, reconcile against the order form, packing slip and invoice, and sign an inventory summary sheet. If there is a discrepancy, contact the vendor immediately. Pay all invoices promptly. Inventory should be stored in a secure lockable location. Track all sales in detail. Document when items sold are picked up or delivered to customers. If a customer complains, handle it promptly and refund monies if necessary. Periodically count inventory to ensure accuracy. Retain all records for auditor. Write a committee report at the end of the fundraiser documenting the details of the fundraiser. Contact the district PTA immediately if there are any problems.

NONCOMMERCIAL POLICY

The noncommercial policy requires that the name "PTA" or the names of PTA officers not be used in conjunction with the commercial activities of other organizations, including, but not limited to, the promotion of their goods and services.

Continuing or repeat projects produced in cooperation with a commercial business may be seen as PTA endorsement of that business, as may the use of the name of PTA along with the business name in promotions. The association or members in their official capacities shall not

be used to endorse or promote a commercial entity or engage in activities not related to the promotion of the Purposes of the PTA.

- Do not make a qualitative judgment of the sponsor's products or services; i.e., *Joe's widgets are the best!*
- Do not include comparative language or language that implies good quality in the acknowledgment; i.e., *Joe's widgets are so much better than Bob's widgets!*
- Do not permit the sponsor to write the acknowledgment of thanks; i.e., *Thank you, ABC PTA, for endorsing our product!*
- Do not ask members or the public to buy the products or services of the sponsor; i.e., *Go to Joe's for your widgets!*
- Do not advertise a product or service.
- Do not endorse a product or service; i.e., *Our PTA supports Joe's.*

SPONSORSHIP VERSUS ENDORSEMENT

Sponsorship is okay → Advertising is not

Recognizing support is okay → Endorsement is not

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.

The law permits a nonprofit organization to receive corporate sponsorship income tax free if the sponsorship is linked to a specific event that is held once per year. It is acceptable for PTA to receive payments structured as royalties which is a percentage of gross sales or to enter into sponsorship agreements with businesses, including e-commerce businesses. Under new regulations, it is acceptable for PTAs to agree to an exclusive sponsorship. An exclusive agreement is one which prohibits competitors of the sponsor from selling at the event. The portion of the payment which reflects the exclusion element is taxable.

For the payment to qualify, there must be no arrangement or expectation that the business will receive any substantial return benefit for its payment. The PTA may not enter into a partnership with a business. **Partnership** implies sharing in the profit and loss of the business and would result in unrelated business income and tax liability.

The PTA should acknowledge publicly the royalties or sponsorship. The acknowledgment of thanks can list the corporate sponsor's name, logo, address, telephone number, and products.

PTA May:

- Hang a banner on the school campus with the permission of the school principal per district policy.
- Hang a banner where an event is being held after a Facilities Use Permit (PTA Use of School Facilities; Facilities Use Permit Addendum) is approved.

- Place an acknowledgment in an event program book.
- Announce event sponsors to the audience.
- Acknowledge the sponsorship of a particular event in the PTA newsletter or school newsletter, if school district policy permits.
- Distribute samples of the sponsor’s products at the sponsored event (if school district policy permits) or if a Facilities Use Permit ([PTA Use of School Facilities](#); [Facilities Use Permit Addendum](#)) allows sponsored product distribution.
- The PTA may provide a hypertext link from the PTA’s website to the sponsor’s website. PTA must be cautious in how this link is established. It is possible that the existence of a link might cause the sponsorship payment to be considered as unrelated business income, particularly if the link is in the form of a moving banner. A link would more than likely be seen by the IRS as retaining the passive character associated with corporate sponsorship, while a moving banner is more likely to be considered advertising. The duration of the link should correspond to the terms of the contract with the sponsor.
- If PTA provides a Web link to an e-commerce business, a disclaimer must be included on the PTA website. For example:
 - “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.”

An e-commerce business should be seen as a fundraising company acting as an intermediary or buffer between retailers and consumers.

While the PTA obviously would put some effort into promoting the use of electronic shopping, in order to do so without risk, the following conditions must apply:

- Use of the program must be entirely at the discretion of the user;
- Unit cannot have control over whether or not anyone will use the site;
- Unit cannot have control over whether or not they are entitled to any of the proceeds; and
- Unit cannot release member information to a third party.

A variety of e-commerce retailers, also known as charity malls, are donating a portion of purchases made through their sites in exchange for the goodwill the charity can generate. The charity mall allows customers to use the charity mall’s home page as a portal for shopping at any number of participating stores. For each online purchase, the PTA would receive a percentage of the sale. Working with the e-commerce business in this way, the PTA is less likely to be characterized as conducting a business, and instead, is simply receiving royalties.

Each fundraising opportunity must be evaluated individually.

Businesses Should:

- Understand PTA policies and procedures, especially in relation to noncommercial, nonsectarian, and nonpartisan policies;
- Not violate PTA policies, positions, and goals;

- Exclude all websites that sell or feature firearms, tobacco, liquor, or adult content material;
- Have a written policy that supports education opportunities;
- Offer benefits to PTA;
- Encourage participation in PTA;
- Protect the privacy and security of users:
 - Prohibit framing, the possibility that a third party is monitoring the transaction when users are interacting with merchants;
 - Have privacy seals from the Better Business Bureau and Trust; and
 - Require individuals to provide only minimal information, such as name and e-mail address;
- Not require mandatory registration or membership in order to participate in the program;
- Ensure that the program interface is clear, functional, and easy to use;
- Structure payments to the PTA as royalties;
- Specifically identify the unit as a separate and distinct entity receiving the royalties, rather than just listing the school site;
- Provide a complete accounting for determining the share of royalties on a monthly basis;
- Require a minimal amount of effort from the PTA in promotional activities;
- Be seen as a fundraising company acting as an intermediary between retailers and consumers.

Note: Purchases made through e-commerce generally will not result in tax-deductible charitable contributions, unless the purchaser can demonstrate that the amount paid for the item exceeded its fair market value and that the excess payment was intended to be a gift to the PTA.

SELECTING APPROPRIATE FUNDRAISING ACTIVITIES

When considering and carrying out large fundraisers, keep the following concerns in mind:

- Is the fundraising project related to PTA’s educational, charitable and philanthropic purposes as a tax-exempt organization?
- Will the proceeds of the fundraiser be designated for specific approved projects that meet the purposes of PTA? Do not hold a fundraiser if the PTA has not determined how the funds will be spent.
- Does the project violate PTA’s noncommercial policy?
- Does the association have enough volunteers?

SAFEGUARDS FOR CONDUCTING FUNDRAISING PROJECTS

The fundraising chairman needs to:

- Present plans to the executive board for approval and to obtain authorization to expend funds.

- Read all contracts carefully.
- Ask the membership to approve the contract before committing to the vendor. Ensure that the contract is signed by two elected officers of the PTA, one of whom must be the president, after the membership has voted to conduct the project.
- Follow the financial procedures required by California State PTA. (See [Handling PTA Funds.](#))
- Request reimbursement in a timely manner for expenditures made on behalf of the association or, if an advance was requested, present the completed Payment Authorization/Request for Reimbursement no later than 14 days after the event.
- Never pay any vendor with cash collected the day of the event. Pay bills by check after a vote of the association.
- Prepare a report detailing the income and expenses of the event.

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

PTAs can receive individual donations in the form of memberships or direct donation drives.

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.

Direct donation drives can be a time-efficient and cost-effective way to raise the additional funds your PTA needs. Offering a single, direct fundraiser may work well in communities that are experiencing "giving fatigue" from too many events.

Tips:

- Highlight your fundraising goal and suggested amount or a range of donation options per donor.
- Be specific about what the funds will be used for (e.g., PTA parent engagement programs, library books, playground equipment, drug prevention activities, school dances, etc.).
- Provide an incentive by listing donors on the PTA website according to their giving levels (e.g., platinum, gold, silver, bronze).
- Make it easy by offering an online giving option.
- Double your impact by asking families to explore whether their employers will match donations.

TAX RECEIPTS FOR DONATIONS

The IRS has established requirements for tax-exempt organizations receiving donations.

If PTA members and contributors have questions about whether a donation they make to your PTA is tax-deductible, refer them to the IRS or a qualified tax advisor.

For a cash donation of more than \$250: PTA must provide an acknowledgment that includes:

- The PTA's name;
- The amount of money donated;
- The date of the contribution; and
- A statement that no goods or services were received in return for the contribution.

Donors may request an acknowledgment for smaller donations, particularly if they are made in cash (rather than by check). The same acknowledgment is required if a volunteer wants to claim a deduction for PTA-related expenses paid out of pocket.

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.

Example: If a PTA holds a fundraising event that provides a meal or some tangible item in return for the purchase of a ticket, then the portion of the ticket that is tax deductible is the ticket price less the fair market value of the meal or item received.

If a contributor donates something other than money (e.g., in-kind goods): It is the donor's obligation to obtain Form 8283 and have the PTA sign it to acknowledge the donation. As a service to donors, your PTA may want to remind them to use this form.

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.

SIGNING CONTRACTS...WHO, WHAT, WHY, WHERE AND WHEN

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.

Annually, many PTAs enter into a variety of contracts, such as contracting with a band to provide live music for a school dance, or to purchase supplies for student spirit stores or fundraising ventures. "PTA assumes full responsibility to comply with the terms and conditions of the contract and to pay the agreed-upon sum. The fact that the activity or fundraiser may not be a financial success or the PTA has insufficient funds to meet the obligation has no effect on the responsibility assumed."

Contracts are “legally enforceable agreements between two or more persons or organizations.” To find guidelines and written resources pertaining to signing contracts, refer to the California State PTA Toolkit, Finance, Policies and Procedures, Contracts; and National PTA’s PTA Finance Quick Reference Guide.

Before entering into a contract on behalf of PTA, consider the following:

- Has the membership approved the project?
- Does the president have authorization from the board/executive committee to negotiate a contract?
- Have all proposed contracts been received in writing?
- Are the terms and conditions understood by and agreed to by the board/executive committee?
- Do you need review by legal representation?
- Is the length of the contract limited to the term of the participating officers, not to encumber future boards?
- If the vendor wants the PTA to sign a contract with a “hold harmless clause” the association should contact the California State insurance broker before signing. A hold harmless clause in the vendor’s favor places the responsibility on the PTA for injury or damages.

PTAs are required to obtain a “hold harmless agreement” and “evidence of insurance” from each vendor, concessionaire, or service provider who provides service for PTA projects or events. Instead of providing “evidence of insurance” to each individual unit, businesses may file an annual copy of coverage with the California State PTA insurance broker. A list of providers can be found on the current insurance website: www.aim-companies.com.

When entering into a contract, the PTA president is responsible for the agreement and should clearly identify that it is the PTA entering into the contract and not the president or second elected officer as individuals. The signatures on a written contract should read, “ _____ PTA (unit, council or district PTA) by: John Doe, president and Mary Smith, vice president.” (California State PTA Toolkit.)

PTA officers cannot enter into any contracts before they legally take office. Remember, if there is any question about the terms or conditions of the contract, the proper time to seek advice is before signing – not after.

ALCOHOL AND PTA EVENTS

SELLING ALCOHOL

ALCOHOL IN SILENT AUCTION OR RAFFLE BASKETS

Allowed as long as you acquire a permit from the ABC (Alcohol Beverage Control). Permit applications are available at abc.ca.gov. You must file Form # 221. Alcoholic beverages won in a raffle or silent auction may not be opened or consumed at PTA events.

According to the California Business and Professions Code, Section 25608, “Every person who possesses, consumes, sells, gives, or delivers to any other person, any alcoholic beverage in or on any public schoolhouse or any of the grounds thereof, is guilty of a misdemeanor.”

(Note: Assembly Bill 2073 (“AB 2073”), which became law on January 1, 2015, created an exception to the prohibition against the sale or consumption of alcoholic beverages on the grounds of K-12 district facilities if the beverages are acquired, possessed, used, sold, or consumed under a license or permit obtained for special events held at a time when students are not on the grounds. The new law will allow K-12 districts, community college districts and other local education agencies more flexibility in renting their facilities for fundraisers and other events which include alcoholic beverages so long as a license or permit is obtained and students are not present.)

In accordance with the California State PTA insurance program, PTAs may engage in the sale of alcoholic beverages at PTA events provided necessary approvals are obtained, including appropriate ABC (Alcoholic Beverage Control) licensing and approval of the school district for events held on school grounds. Many PTAs hold annual silent auctions and dinners as fundraisers, at which bottles and/or cases of wine are donated for use as auction items. These donated bottles and/or cases of wine may be used as auction items. Contact the school district for local policies regarding auctioning of donated alcoholic beverages.

BURBANK UNIFIED SCHOOL DISTRICT DOES NOT ALLOW SCHOOL-CONNECTED GROUPS (PTAS, FUNDRAISING GROUPS, ASB, ETC.) TO SELL OR SERVE ALCOHOL ON SCHOOL GROUNDS.

SERVING OF ALCOHOL AT PTA EVENTS

ALCOHOL AT PTA SPONSORED EVENTS

Alcohol is allowed at events, off campus, as long as PTA does not sell or actually serve the drinks. Sales and serving must be done by the venue where the event is taking place.

California State PTA strongly urges its unit, council, and district PTAs to refrain from serving alcoholic beverages at PTA functions, particularly when students are present. If alcoholic beverages are served at an adults-only PTA function, care should be taken to limit the liability of the PTA. It is suggested that alcoholic beverages be provided and served by a licensed establishment, licensed bartending service or catering company that has the appropriate permits and insurance. When a PTA is planning an event that will include alcoholic beverages, the PTA may collect for the cost of the alcoholic beverages through ticket sales. If a PTA votes to serve or sell alcoholic beverages at an event, all necessary ABC (Alcoholic Beverage Control) licenses should be obtained by contacting the local ABC office. Note that ABC may require alcohol serving and sales training.

It is recommended that PTA funds not be used to purchase alcoholic beverages or bottles of alcohol. Remember, the purpose of the PTA is to work on behalf of all children and speak for “every child with one voice.”

If a PTA has any further questions regarding this subject, please contact the California State PTA insurance broker and your district PTA.

CHOOSING A FUNDRAISING COMPANY

Evaluate and research several fundraising companies. Determine the best value for the PTA in working with a specific fundraising company. Invite several companies to give presentations in order to compare several aspects of each program. Do not select a company based on one criterion, such as a percentage of profit.

Determine the quality of the product. Higher quality items will generate more sales and enhance the reputation of PTA. Determine what services are offered to make the fundraising effort as trouble-free as possible.

- Is shipping an additional cost?
- Is there a reduced cost based on volume purchased?
- Who is responsible for developing fundraiser fliers?
- Who is responsible for packaging individual orders?
- Are products guaranteed?
- How are order errors handled?

Determine the experience, professionalism, and reputation of the company within the community. Ask how long the company has been in business, whether the company is a member of the Association of Fundraisers and Direct Sellers (www.afrds.org), and for two to three references. If a company will not provide references, it is an indication not to use its services. When provided, contact references and ask about their experiences with the company and whether they recommend it.

Determine what safety measures or policies the company offers. Review samples of the company’s letters, videos, fliers, and other promotional materials that indicate safety is assured.

Determine the company’s ability to meet the PTA’s goals. The retail price of the product should represent a fair market value for its goods and be reasonably priced. The PTA should be able to make a fair profit. Ask whether the company can demonstrate a history of success, placing the burden of proof on the company to convince the PTA that their goal will be met. Do not pay in full for products until the complete order is delivered. If a deposit is requested, it should be a token amount of the total order.

Verify the company carries liability insurance. The *Insurance and Loss Prevention Guide* provides a list of Concessionaire/Vendors/Service Providers who have filed the appropriate evidence of insurance with the California State PTA Insurance Broker. Because a vendor is listed with insurance DOES NOT mean that all activities he/she might offer are approved. The red, yellow

and green pages' guidelines must be observed. Refer to *Insurance and Loss Prevention Guide* for additional information.

OPERATION OF BINGO GAMES AND POKER NIGHTS FOR CHARITABLE PURPOSES

Bingo is a game of chance that must comply with regulations of all local authorities, including school district and city and local governments. Consult with county council and/or city attorney to determine local code and ordinances. When authorized, PTA, as an organization that falls within §23701d of the Revenue and Taxation Code (charitable organization and tax-exempt), may receive a license to operate a bingo game provided that all provisions of *California State Penal Code §326.5* are met. These laws are updated frequently.

Certain tax-exempt organizations are authorized by state law and local ordinance to raise money from bingo, provided that: (1) the proceeds are used only for charitable purposes; (2) the games are conducted by volunteer members of the organizations; (3) no salaries are paid with bingo proceeds; (4) there is no commingling of bingo money with any other funds; and (5) the organization conducting bingo holds a valid license issued by the city or county in which bingo is played.

On January 1, 2007, a California law (AB 839) was enacted allowing eligible nonprofit organizations to hold "charity poker night" fundraisers. Nonprofit organizations and suppliers of equipment and/or services for such fundraising events must submit an annual registration form to the Bureau of Gambling Control for approval.

The organizations must meet all requirements of the California Attorney General; refer to <http://ag.ca.gov/gambling/charitable.php>.

Bingo and charity poker night proceeds are considered to be part of the gross receipts of the unit (Income). They must be accounted for in the semiannual audit, the budget and all financial reports to the executive board and association. If someone other than the treasurer is responsible for reporting, a financial report must be made at each executive board and association meeting. The bingo proceeds also must be considered when determining the necessity for Federal and Unrelated Business Income Tax reporting.

LEGAL RAFFLES FOR PTAS

Forms and information on how to conduct a legal raffle can be obtained by going to the California Attorney General's website. (See www.ag.ca.gov/charities/raffles.htm *Section 320.5 Gambling: Charitable Raffles.*)

A completed registration form and registration fee must be submitted by September 1 of each year (September 1 through August 31) during which a raffle is expected to be conducted. A separate Nonprofit Raffle Report must be completed for each raffle conducted during a reporting year (September 1 through August 31). Reports are due on or before September 1 (California Penal Code section 320.5). Once registered, the Attorney General's office requires re-registration annually.

Raffles may include but are not limited to raffles, donation drawings, ducky derby and cow chip bingo.

OPPORTUNITY DRAWINGS VERSUS RAFFLES

Opportunity drawing

- Every attendee has a chance to win
- No purchase necessary to win
- **Example:** Drawings for door prizes at meetings

Raffle

- Participants BUY a chance to win
- Yearly permit needed from AG (Form NRP-1)
- Report must be made with the AG's office (Form NRP-2)
- **Examples:**
 - Membership or donation incentives (participant must buy a membership or make a donation to the PTA in cash OR GOODS (such as canned food drives) in order to receive a raffle ticket
 - Receive a ticket to win because participant purchased something at an event, such as receiving a raffle ticket for purchasing books at a book fair or for purchasing a concessions item

If you are considering holding a raffle as a fundraiser this year, we want to inform you of important compliance requirements under CA State law as well as under Federal Income tax law.

CALIFORNIA STATE LAW

Opportunity Drawings

The State of California stipulates that you **can** hold an opportunity drawing (and not have to file with the State) if **all of the following are true:**

1. It involves a general and indiscriminate distributing of the tickets.
2. The tickets given away have the same winning opportunities as the tickets for which a donation is given.
3. The scheme **does not require** any of the participants to pay for a chance to win and that fact is clearly advertised.

Selling tickets and stating that you will give a ticket away for free "if asked" **does not comply** with these requirements and is considered a raffle. Regardless, prizes awarded in an opportunity drawing are treated the same way as prizes won in a raffle in the eyes of the IRS (more on that later). Ticket sales are **not a charitable donation**, as they represent the purchase

of a chance to win and are considered 100% quid pro quo. You must state on the tickets that “ticket price is not tax deductible”.

Raffles

If participants are required to purchase a ticket in order to have a chance to win a prize, the drawing is subject to the provisions of Penal Code section 320.5 and related regulations as a raffle.

According to State law, all raffles must be registered with the State of CA **at least** 60 days before holding the raffle. Your PTA must file an annual registration statement which will cover all raffles for a year (the State’s fiscal year is Sept 1 through Aug 31). In addition to filing a registration statement, **an aggregate financial report must be filed with the State annually.**

The financial report requires reporting on the raffle proceeds as well as the expenses (and sources from which the expenses were paid) for conducting the raffle. The report also has a section of true/false certifications that must be answered and signed by the president or treasurer of your PTA.

Ticket sales are **not a charitable donation**, as they represent the purchase of a chance to win and are considered 100% quid pro quo. **You must state on the tickets that “ticket price is not tax deductible”.**

All raffles must comply with the “90/10 rule” where 90% of the proceeds must go to charity and only 10% of the proceeds may be expended on winnings or raffle related expenses. This is very difficult to achieve unless all, or nearly all, of the prizes are donated, in addition to getting the ticket sales proceeds.

You may have heard of “50/50” raffles where you award 50% of the raffle proceeds as a prize to the winner. They are illegal in California for a charitable entity to conduct because they do not comply with the 90/10 rule. So, if you plan to purchase prizes or award cash from the proceeds of the raffle ticket sales, it is very likely you cannot meet the 90/10 rule.

Fifty-fifty (50-50) raffles are illegal.

FEDERAL INCOME TAX REGULATIONS

The IRS defines raffles as a form of a lottery. As such, a raffle generally refers to a method for the distribution of prizes among persons who have paid for a chance to win such prizes, usually determined by the numbers, or symbols, on tickets drawn. Therefore, opportunity drawings also fall under this definition.

The IRS has 1) filing requirements and 2) tax withholding requirements for raffle prizes.

FILING REQUIREMENTS

If you plan on raffling 1) items over \$600 in fair market value (FMV) or a cash prize over \$600 **and** 2) if the prize value is 300 times larger than the “wager” (the price for **one** raffle

ticket), the PTA is responsible for reporting the winner of the prize, their social security number and the value to the prize to the IRS.

Example 1:

Jane Triton buys 1 raffle ticket for \$20. Her ticket wins the raffle and gets a prize worth \$1,000.

- Test 1: The prize is over \$600 in value
- Test 2: 300 times her wager of \$20 is \$6,000, less \$20 or \$5980.

Must we obtain her tax id information and report on her prize winnings to the IRS? **NO**, because the value of her prize was less than 300 times the value of her wager.

Example 2:

Joe Triton buys 20 raffles tickets at \$1 each for \$20. He wins the raffle and gets a prize worth \$1,000.

- Test 1: The prize is over \$600 in value
- Test 2: Note: we only look at one wager because only one ticket won. So, 300 times his wager of \$1 is \$300

Must we report on his prize winnings? **YES**, because the value of his prize was more than \$600 and more than 300 times the value of his wager.

If we need to report the prize winnings to the IRS, we will need the winner of the prize to complete a tax identification form (form 5754) before they take possession of the prize. Any raffle or opportunity drawing brochures (distributed to patrons prior to a drawing) that describes the prizes and their value, must also have language stating that the winner of the raffle prizes may be subject to gambling winnings reporting and income tax withholding. We do not want our patrons to be surprised.

TAX WITHHOLDING REQUIREMENTS

In addition to winnings reporting, there is also tax withholding requirements. Simply put, if the value of the prize is over \$5,000 (net of the value of one wager), we must withhold or collect taxes from the winner before they take possession of their prize, whether the prize was cash or non-cash.

As you can see, this criterion “supersedes” the filing requirements test number “2” if the value of the item is over \$5,000.

CASH PRIZES

If the prize is cash, a withholding tax of 25% (as of 2010) must be withheld from the winnings. The tax will be on the cash value less the value of the wager.

Example:

Jane Triton purchases a raffle ticket for \$1. She wins a cash prize of \$6,000. Because the proceeds from her wager is greater than \$5,000 (\$6,000 less \$1), we must withhold \$1,599 (\$5,999 times 25%) from the winnings.

We also have filing requirements. We must complete a W2-G form and have the prize winner sign it before we give them their prize.

NON-CASH PRIZES

There are two other methods for collecting withholding taxes from non-cash prizes (such as cars, luxury vacations, etc.) if the prizes over \$5,000, net of the wager.

1. The winner pays the withholding tax via cash, check or credit card. The amount withheld for taxes is 28% of the fair market value of the noncash item, less the value of the wager. We must receive the tax payment before the winner takes possession of their prize.
2. The department, via the Foundation, is willing to pay the withholding tax on behalf of the winner. In this case, the tax withholding amount is 33.33% (as of 2010) of the fair market value of the non-cash item less, the value of the wager. The withholding tax is higher because the winnings are now higher – they include BOTH the value of the prize and the tax payment made on their behalf.

As with cash prizes, the winner will need to sign a completed W2-G form before taking possession of the prize.

As a result, proper and reasonable efforts to determine the fair market value of non-cash prizes, and to document them in detail with sources (such as prices published on websites for services, rooms, dinners, etc., or on eBay if a tangible item, or by formal appraisal if a valuable item) is **critical**. The valuation of the non-cash prizes is the primary determiner of the reporting requirements.

SUMMARY

We must comply with State and Federal law when holding opportunity drawings or raffles. If we hold a true opportunity drawing (giving away chances to win), we may avoid having to file a financial report with the State. However, depending upon the value of the opportunity drawing prizes, we may still have reporting and tax withholding requirements under Federal IRS law.

As noted above, under Federal IRS law, there are different tax rates required for different types of prizes. Additionally, there are specific tax forms that must be collected from the prize winners at the raffle as well as other forms that must be remitted to the IRS within a designated time period.

Finding out about a raffle **after it was held** does not excuse us from following the State and Federal regulations. If tax reporting is required or if we were responsible for collecting withholding tax, we cannot use ignorance of the laws as a justification for non-compliance. We must comply, even if it is after the fact. This could create an embarrassing situation to ask donors for social security numbers as well as inform donors their prize winnings will be remitted to the IRS.

E-SCRIP

PTAs may need non-dues revenue to carry out the programs that members want. Programs like e-Scrip are popular non-dues revenue sources. They work by contributing a portion of the sale of a product or service to a particular charitable cause. The amount of the contribution is usually governed by the sales or the usage of product or service. The association must vote each year to be a part of the program.

E-commerce purchases are made through the Internet. PTAs can enter into agreements with companies whereby the companies return a percentage of member and nonmember purchases to PTAs as a contribution. PTAs also can be designated as recipients of charitable contributions whenever a customer makes a purchase with a local merchant or service provider (i.e., e-Scrip).

Affinity programs, such as PTA-logo credit cards, are based on the usage of the card. Each time a holder of the credit card makes a purchase using the card, a percentage of the purchase or a set fee may be received by PTA. PTAs may also receive an enrollment fee for each card issued.

When any type of agreement is formulated, a PTA should verify that the agreement is structured to protect the PTA's tax-exempt status and does not compromise PTA policies. The agreement can be structured to avoid unrelated business income. The money received by PTAs should be accounted for as contributions on financial statements.

If a PTA has questions or is concerned that a program might violate or compromise PTA's tax-exempt status, contact the district PTA or California State PTA.

PTA AND EDUCATION FOUNDATIONS

An education foundation is an organization that administers funds to finance projects benefiting educational purposes. PTA may collaborate with an educational foundation on a specific program or project but must ensure that the education foundation's goals and objectives are consistent with those of PTA.

California State PTA believes all members of the public, through their taxes, are responsible for adequately financing public education.

PTAs often are asked to contribute funds to a local education foundation. When a foundation plans a project outside of a school district budget, a PTA can contribute funds. The PTA must have this item in its budget and approved by its membership. When the contribution is made to the foundation, the PTA also should send a letter saying these funds are to be used at the contributing school. Education foundation funds should not be funneled through a PTA treasury.

If the foundation is going to raise funds only for the project and pass them on to the school district, then the PTA should contribute directly to the school district. The item should be in the PTA's budget, approved by its membership, and when presented to the school district, PTA should send a letter saying the funds are to be used at the contributing school.

OBTAINING GRANTS

Grants are specific funds given to an organization to perform specific functions. Unit, council and district PTAs may apply for grants in order to fund many of their projects and programs. Businesses, foundations, and corporations give grants to causes they consider worthwhile. When applying for grants, PTAs may want to stress the points that public schools produce future employees, and that donations or gifts are tax deductible, as PTA is a 501(c)(3) organization. Organizations like the American Cancer Society, March of Dimes, Kiwanis, and Lions Clubs will make funds available for projects that fulfill their goals, such as programs addressing child abuse or substance abuse prevention.

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, and has been approved by a vote of the membership. PTA members must be committed to following through with the stated goals of the program. The project should be one that will not commit the participation of succeeding PTA boards.

If the PTA is serious about seeking grants, find someone with expertise in writing grant proposals. The local school district may have a qualified staff member. Seek the guidance of people who are knowledgeable about the intricacies of writing proposals.

The first step is to gather information about possible sources of funding. These include federal and state governments, private foundations, community foundations, private individuals, and nonprofit organizations such as United Way. Unit, council, and district PTAs may apply for grants in order to fund many of their projects and programs.

GRANT WRITING

A grant writing chairman can be appointed by the president to coordinate PTA grant writing efforts. When a PTA is interested in applying for outside funds to help implement a PTA project, a committee should be appointed by the president to look for sources of funding and to prepare the proposal.

GRANT REQUEST PROCESS

- Contact the grant source in writing with a brief letter of intent explaining the project.
- Request the grant specifications from the donor and follow them carefully.
- Find out who is responsible for reviewing grants and send the proposal to that person.
- Follow up with a phone call if the donor has not responded within six to eight weeks.
- Seek a personal meeting to explain the PTA's proposal further. Be open to questions. Be succinct. If the proposal is not funded, ask why.
- Recommend revisions for future proposals.
- Accept the final decision graciously. Always properly acknowledge the donor's generosity when the request is funded.

PROPOSALS

When writing a proposal, provide detailed information about the proposed project. Most grant proposals have a distinct format, but the information sought by donors is often the same:

- An introduction that describes the PTA association and its purpose;
- An overview of the project and its specific goals;
- A statement that defines the problem the project seeks to solve;
- Statistics that substantiate problem identification;
- The target population;
- The project's value to PTA and the school community;
- The proposed outcomes of the project;
- An explanation of the activities the grant will fund;
- A timeline for completion of the project;
- A description of how the project will be evaluated; and
- A proposed project budget that includes both expenses and in-kind services.

The grant writing chairman or committee should maintain a file of completed applications, individuals who are resources, and possible sources of funds to assist future committees. If a grant is awarded, the grant writing chairman is responsible for complying with the donor's reporting requirements, including providing the unit's IRS Employer Identification Number (EIN). A PTA may furnish a donor with an EIN if requested.

The treasurer must track all expenditures carefully; this information is a requirement in all grant donor reports. Keep the association aware of the progress of the grant application process, and use the reports submitted to the donor to inform the association of the project's implementation progress.

All action taken on grant applications or project implementation must be recorded in the PTA minutes.

PTA GRANTS

Grants are available to assist unit, council, and district PTAs to develop and implement programs in parent education, cultural arts, and leadership development. Grants are also available to assist unit, council and district PTAs in translating PTA materials into other languages.

Applications may be obtained from the *California State PTA Toolkit*, the California State PTA office, or on the website at www.capta.org.

Grant funds must be expended by June 1. A report detailing the project's goals and objectives, an evaluation of the outcomes, and a budget of actual expenditures must be submitted to the California State PTA office no later than June 1. Any funds not used for the purpose stated on the original grant application must accompany the Grant Report.

PROGRAMS

By establishing programs focused on education, including a full curriculum including the arts, family engagement, community concerns, and health, PTAs can address issues of concern to their community. Issues like family engagement, violence, and drug use are best handled at the local level by the parents/guardians, students, teachers, and administrators working together who face these challenges every day.

PTA activities and programs, including the Reflections Program, Founders Day Celebrations, graduation activities, community and wellness fairs, and other locally developed programs are an excellent introduction to the work of the PTA to improve homes, schools, and communities. PTAs can use these opportunities to increase their exposure and support students and children.

AREAS FOR PTA INVOLVEMENT

PTAs are encouraged to explore a range of local issue areas, as long as these concerns fall within the scope of PTA activities. PTAs should share their successful programs with their council, district PTA and the California State PTA, so that other units with similar concerns may benefit from their successful experiences.

- Identify solutions and actions that need to be taken.
- Contact community agencies for additional information and assistance.
- Make an action plan ([Action Plans](#); [Event Planning Worksheet](#)).
- Educate the community including parents, staff, elected officials, and the general public.

POINTS TO REMEMBER

- Be familiar with the basic policies of the PTA ([Basic Policies for All PTAs](#)).
- Review position statements and convention resolutions of California State PTA and the National PTA (Where We Stand [Resolutions](#), [Position Statements](#), and *National PTA Quick-Reference Guide*).
- Review [California State PTA Legislation Policies](#) and [Legislation Platform](#).
- Utilize existing resources and publications from California State PTA, National PTA, allied agencies, and government sources.

WORKING WITH THE SCHOOLS

National PTA believes that the public schools, which provide the common experience that helps ensure a democratic society, are essential and must be strengthened and supported. It also believes that parents and other adults have the right to join together to positively affect the education of all children through membership in groups such as PTA.

The National PTA Board of Directors states all PTAs have certain organizational rights, which are to function as an independent, nonpartisan, child advocacy group; seek enactment of policies and practices that protect children and youth; participate in making decisions affecting policies,

rules, and regulations; and meet with appropriate school officials to discuss matters of mutual concern affecting children.

In turn, National PTA believes that PTA members have the responsibility to do the following: protect access to quality education for all children; seek information on policies, curriculum, and laws that affect children; share accurate information with its members and the school community; know, help, and interact with teachers and administrators; accept responsibilities willingly to ensure that the PTA is strong and active; work within both the PTA and the school in a constructive manner; maintain respect for democratic procedures and a tolerance for the diversity of opinions; work in partnership with school professionals to determine appropriate levels of programs and services; and participate in making decisions affecting policies, rules, and regulations.

PTAs should ensure that the process for establishing school policy is clear and provides an opportunity for the public to express its concerns.

PTAs should maintain contact with school board members as well as school administrators and other school professionals; establish and maintain lines of communication between and among its members, the school staff, and the school board; attend school board meetings regularly and report on the proceedings to the PTA membership; and make statements representing the PTA to a school board only after official authorization by that PTA.

A unit, council, or district PTA may present its criteria for any employee position to the school board. A PTA should appoint a representative when invited to serve on a personnel selection and/or promotion committee. Neither the unit, council or district PTA nor its executive board members may become involved in personnel assignments. Such assignments are the legal responsibility of school boards.

PTA FUNDS VERSUS SCHOOL FUNDS

Only PTA funds shall be deposited into the PTA treasury. A PTA shall not act as a depository for funds of other organizations. School funds or funds belonging to outside groups shall not be commingled with PTA funds in any way. If a PTA sponsors a project or program in cooperation with the school, all funds shall be accounted for and separated prior to the immediate deposit of the PTA portion into the PTA bank account. All funds deposited in the PTA account become the property of the PTA, and all expenditures require a vote of the association.

ASSEMBLIES AND OTHER ACADEMIC ENRICHMENT PROGRAMS

For many years, PTAs in Burbank have supported learning by funding curriculum-based programs and assemblies. Many PTAs also played a major role in the selection of programs and assemblies for their school, including vetting the program, scheduling the assemblies, and hiring the providers.

The responsibility for making curriculum-based program decisions is not for parent volunteers. These decisions belong to the school site administrator, curriculum specialist, or the instructional leadership team.

As the program chairperson, do not assume the responsibility of a BUSD employee. You may seek out assembly and program providers, but the decision about which program to bring to your school rests with the staff, not the volunteer. The program chairperson can help provide volunteer support on the day of an event/assembly and facilitate the donation of funds to BUSD to pay for the program.

PTAs can provide financial support for programs and assemblies, but remember, it is not the role of PTA to constantly provide funding where the school site or district falls short. This creates inequity between schools, which is not in the best interests of our students. It also puts the burden of funding our public schools on parents rather than on the district, the state, and the federal government, where it belongs.

PTA is an advocacy organization. “Every child, one voice” is the motto for California State PTA. Use your voice to demand adequate funding for public schools.

A PTA-sponsored academic enrichment program designed as an extension of the school curriculum offers students an opportunity to expand their knowledge and academic experience.

Prior to implementation of any academic enrichment program, the *Insurance and Loss Prevention Guide* must be consulted to ensure compliance with sanctioned activities. **For insurance purposes, an enrichment program is intermittent in nature and does not continue on a daily basis over the duration of the school year.** For any questions regarding general liability insurance, contact the California State PTA insurance broker whose number can be obtained from the *Insurance and Loss Prevention Guide*.

If a unit, council or district PTA chooses to sponsor activities that the insurance underwriter has not listed, the unit, council or district PTA must contact the California State PTA insurance broker and may have to purchase the necessary additional participant liability insurance for that activity, and the entire association (California State PTA and its unit, council and district PTAs) must be named as an additional insured. Please contact the California State PTA insurance broker for requirements for additional insurance. (Refer to the *Insurance and Loss Prevention Guide*.)

A special enrichment program study committee should be appointed by the PTA president to determine if a need for a specific academic program exists and to assess its potential value. A program must be acceptable not only to the PTA association but to the principal as well; therefore, the committee should include the school principal, a PTA financial officer, a faculty member and other interested persons. Consideration should be given to the feasibility of the local Parks and Recreation Department providing such a program rather than the PTA.

Topics for Consideration

- The program must be academic in content with defined goals. The PTA must monitor and evaluate the program to ensure that the goals are being met.
- The instructor may be a volunteer or a paid professional. Qualification guidelines must be established for the instructor, and PTA may not hire a voting member of the board as an employee for enrichment programs.

- If the instructor is to be paid, the budget must reflect this expenditure. There must be sufficient income from other sources, such as fundraisers or program fees, to meet this expenditure.
- A fee may be charged. However, fees should be minimal. All interested children must be served and no child may be excluded because of inability to pay any fee.
- The PTA treasurer may handle the bookkeeping or there may be a need for a project financial chairman, who provides written reports given at the regular meetings of the executive board and the association. Checks can be signed by designated elected officers only. All procedures outlined in the *Bylaws for Local PTA/PTSA Units*, Article VI, Section 6, for the expenditure of funds must be followed.
- Books must be audited semiannually. The program should be held at a time when all interested students may attend, including those on bus schedules and those residing outside the school attendance area and those students “off-track” when the year-round school calendar is being followed.
- Consideration must be given to where the program will be held and the site’s accessibility for all students.
- Compliance with the Americans with Disabilities Act requires that the PTA make reasonable accommodations necessary to make the class accessible to students with disabilities. This may include determining that a private location or specialized medical training is available for the handling of student’s personal needs.
- The PTA must be responsible for defining and implementing safety and emergency procedures.
- When it has been determined that an enrichment program will benefit all children, the committee shall bring its recommendations, including how the program will be operated, to the PTA executive board for approval and recording in the executive board minutes.
- In order to continue the program, it must be approved each year by the association.
- If the program needs approval by the school district administration or the school board, the PTA must proceed accordingly to obtain the appropriate authorization. The committee responsible for the coordination of the program must make a progress report at each executive board meeting and, periodically, to the association. Approval dates must be recorded in the association minutes.
- If the program is held before or after school, on or off school grounds, a signed parent consent form must be on file for each student. There must be phone access for emergency needs. The instructor must use procedures established and monitored by the PTA for checking children in and out of the program. The insurance underwriter requires there be at least two unrelated persons 18 or over in attendance at all times.
- In Burbank Unified, PTAs may fund an academic program by giving the monies to the school district as a gift to the school, in accordance with school district policies. **PTAs may not hire instructors directly.**
- To reduce risk of exposure and protect California State PTA, California State PTA has determined that sponsoring certain programs is not permissible for PTAs and is not to be covered under the California State PTA General Liability Insurance Policy. Refer to the

Insurance and Loss Prevention Guide, Red Light Section for a full listing of prohibited activities.

FIELD TRIPS

When funding classroom field trips, funds should be paid directly to the school district and include a request that they be deposited into the school district general fund for the unit's school and earmarked for the payment of buses and/or admission fees. PTA members should not assume responsibility for transporting students, as PTA's liability insurance does not cover transportation in personal vehicles. PTA insurance also does not cover bus transportation.

SCHOOL STAFF POSITIONS

When paying the cost of a teacher aide or special instructor, funds should be deposited with the school district, so that the employee is covered by school district insurance (See Fiduciary Agreements and Gifts to Schools). In addition, the subject matter for the enrichment program must be approved by the school district, and the use of school facilities must be approved by the principal and the school district.

Burbank Unified School District does not allow parent groups to directly hire teachers or independent contractors for a classroom or school site. Your school site administrator must follow BUSD policies and procedures to hire director, teachers, or instructors through the district. PTAs may donate funds to BUSD to help pay for these positions, BUT IT IS NOT RECOMMENDED.

COMPUTERS, TECHNOLOGY AND OTHER MAJOR PURCHASES

Major purchases such as computers, copy machines, air conditioners, and/or audiovisual equipment, as well as books and classroom and playground equipment, **must meet school district requirements and must be purchased through the school district.**

Technology plays an important role in the future of education. PTAs are sometimes asked to help supply technological equipment and materials to the schools. The following guidelines are for PTAs' use when purchasing computers and/or other technological equipment:

All purchases should be made in consultation with the school district. PTAs should not directly purchase technological equipment. When considering lending financial support towards the purchase of equipment (or software) by BUSD, PTAs should determine how the equipment will be used to enhance the instructional program and make sure that:

- There is a comprehensive school district plan for how the equipment will be used in conjunction with school curriculum;
- The equipment to be purchased falls within the school district's overall plan;
- The staff is trained to use the equipment, and there is an ongoing in-service training program to keep teachers current with technology opportunities; and
- Adequate school district funds will be allocated for appropriate software purchases.

In order to fulfill PTA's parent education responsibility, PTAs are encouraged to secure a commitment from the school principal and the school board that the computers donated may

also be used by PTA for parent education programs, website development and PTA newsletters, etc., when not being used in conjunction with the regular school curriculum.

When a gift to the school is presented and accepted by the school board, it becomes the property of that district and can be moved or used in any school within the district.

PERSONAL GIFTS

PTA funds should not be used to purchase personal gifts, equipment for staff lounges and lunchrooms or for furnishings for principals' offices. Personal gifts include gift cards and gifts for baby showers, Secretary's Day, bereavements, weddings, or birthdays. If the membership determines that such items are necessary, the individual members can make personal donations to purchase the designated items. **These donations should not be commingled with PTA funds.**

HOSPITALITY

PTAs must maintain their nonprofit status as governed by the Internal Revenue Service Code section 501(c)(3). Within the language of the code, the IRS does permit expenses that are not directly related to the primary purpose of the PTA if the expenses are not of a significant amount. "Not of a significant amount" is defined by the IRS as an amount that does not exceed 5 percent of the nonprofit association's annual budget. Five percent is the recommended limit to be used as a guideline for PTAs for all hospitality expenses, including staff or volunteer appreciation. It is important to budget appropriately when considering all PTA expenditures, and all expenditures must be approved by the membership.

The PTA may provide hospitality for association, executive board, and committee meetings; staff appreciation; volunteer appreciation; and other events requiring refreshments, food, paper goods, certificates, or decorations. The PTA may choose to:

- Purchase nonalcoholic drinks and/or snacks
- Solicit donations from businesses or members, or
- Store supplies to make coffee and/or punch, etc.

The cost of meals or beverages provided for volunteers during the course of their work; e.g., while processing fundraiser orders or counting money after an evening program, are not considered to be hospitality. Such expenses must be budgeted and approved by the association in advance. The expenditures are accounted for as a cost of doing the program or fundraiser on which they are working; e.g., wrapping paper sales or a fall festival.

STAFF APPRECIATION

California State PTA understands the importance of staff appreciation in building a stronger home-to-school connection. PTA resources may be used for this type of expense.

Acceptable expenditures may include a staff lunch as long as the expenses follow the above guidelines and the expenses are approved by the membership.

VOLUNTEER APPRECIATION

A simple and appropriate way to thank volunteers for their time and effort supporting the PTA is to plan and budget for a volunteer appreciation event near the end of the school year. Invite all volunteers who helped with PTA activities and programs during the year. The PTA may present each volunteer with a certificate of recognition. If the PTA wishes to reward volunteers with personal gifts, the association may vote to do so and seek out donations to cover those items. Alternatively, officers or other members may make donations to pay for such items.

The PTA may also wish to consider recognizing volunteers through the California State PTA Honorary Service Award Program.

Personal gifts or gifts for individuals, such as PTA members or school staff, cannot be purchased with PTA funds.

POPULAR PTA EVENTS & PROGRAMS

Just like you, PTA wants all children to succeed. That is why the goal of PTA programs is to bring families together with school staff in a way that builds relationships and supports student success, while providing information that enriches children's education and overall well-being.

PTA programs can help your PTA grow its membership, build connections with the school and the community at large, promote family engagement and student achievement, broaden volunteer opportunities at your school and within your PTA, bring recognition to your school, and increase the fun in your PTA!

WHAT TYPES OF PROGRAMS CAN PTAS DO?

STUDENT ACTIVITIES

Red Ribbon Week | Walk-a-Thon | Spelling Bee | Health Fair | Bike Rodeo | Science Fair

FAMILY ENGAGEMENT

Take Your Family to School Week | Multicultural Night | Family Game Night | Breakfast with Buddies | Family Movie Night | Family Fitness Night

PARENT EDUCATION FORUMS

LCAP | Cyber Bullying | College Readiness | Cyberbullying | Health Fairs | Nutrition | Teen Driving | Summer Learning | Underage Drinking Prevention | Drug Awareness

STUDY GROUPS ON LOCAL ISSUES

Traffic Calming | Campus Safety | Sun Safety

PTA PROGRAMS

Founders Day (February 17) | Honorary Service Awards | Reflections | National PTA School of Excellence | Take Your Family to Work Week | PTA Family Reading Experience | STEM + Families | Healthy Lifestyles / Healthy Habits Program | Safety at Home and at Play | Connect for Respect | Digital Safety & Citizenship | Teacher Appreciation Week

COMMUNITY AND WELLNESS FAIRS

Sponsoring a community and wellness fair will enable the PTA to share practical and valuable information.

Fairs can:

- Promote good family and personal practices;
- Provide screening services for your school and community (and follow-up, when screenings indicate further testing is required);
- Utilize community professionals to identify potential health-related problems that, if properly treated, can be eliminated or prevented from becoming serious;

- Promote safety in the home, school, and community;
- Provide the community with a variety of educational information and resources;
- Emphasize the practice of good habits; and
- Connect with organizations and agencies in the community.

Materials and planning guides may be found in “Health Fairs at Your Fingertips ... a Practical Guide to a Successful Health Fair,” capta.org, under Programs, Health, events.

FOUNDERS DAY

Founders Day is a perfect time to renew the dedication to the Purposes of the PTA that were defined by PTA’s founders more than a century ago. Each year in February, PTA honors the three founders as well as past and present PTA leaders. Through special programs and events, PTA also attempts to increase the awareness of its members and the community by highlighting achievements, activities, projects, and goals.

The Founders Day celebration was created in 1910 by Mrs. David O. Mears, a charter member of the National Congress of Mothers founded by Alice McLellan Birney and Phoebe Apperson Hearst in Washington, D.C., February 17, 1897. The Founders Day observance has continued through the change of organization names in 1925 to the National Congress of Parents and Teachers, and the uniting in 1970 with the National Congress of Colored Parents and Teachers, founded in 1926 by Selena Sloan Butler, to become the National PTA.

Founders Day recognition events are a time for unit PTAs to honor past leadership. Many PTAs celebrate with a small reception within an association meeting. Past presidents of their unit are invited and honored at these receptions.

FOUNDERS DAY FREEWILL OFFERING: “PTA BIRTHDAY GIFT”

Donations collected during Founders Day observances benefit the entire organization: unit, council, district PTAs, State and National PTA. California State PTA returns one-fourth of its offering to the district PTA and retains one-fourth for its work throughout the state. Half of the offering is sent to National PTA.

District PTAs use the funds to:

- Organize new units and councils.
- Strengthen PTAs and PTSAs.
- Train leaders through workshops and conferences.
- Offer leadership training and parliamentary procedure courses.
- Promote PTA publications and special projects.
- Plan special contacts with teachers and administrators to increase the value of the PTA to school and community.

California State PTA uses the funds to:

- Service new units and councils. Strengthen PTAs and PTSAs.
- Provide special assistance to council and district PTAs through workshops and leadership conferences.
- Conduct field services in local areas by California State PTA officers and members of commissions.

- Perform regional extension work throughout the state.
- Counsel with individuals and groups.

National PTA uses the funds to:

- Provide requested field services (instructions, guidance and other assistance for California State PTA leaders).
- Train leaders.
- Promote contacts with educational groups.
- Disseminate materials that will further the aims and Purposes of PTA.
- Hold conferences.
- Provide extension of parent-teacher services throughout the country.

HONORARY SERVICE AWARDS

Honorary Service Awards (HSA) are available to recognize the service and dedication of both individuals and organizations. They are awarded only by unit, council, district PTA and the California State PTA, and presented by PTA representatives at PTA-sponsored meetings or functions of allied groups.

The HSA Program includes the Very Special Person Award, the Honorary Service Award, the Continuing Service Award, the Golden Oak Service Award, the Outstanding Teacher Award, the Outstanding Administrator Award and donations to the HSA Program. A person may receive more than one of any of these awards and in any order.

After an Honorary Service Award has been presented, the unit, council, or district may submit a short biography and picture to the California State PTA for consideration for the Local Hero Recognition Program. Local Heroes will be highlighted in the California State PTA publications or on the website.

Funds contributed to the HSA Program provide resources for the California Scholarship and Grant Program ([Scholarships and Grants](#)).

Individuals or organizations can make donations:

- As a contribution;
- To say thank you or to honor an individual for service given;
- In tribute to a person who already has received an Honorary Lifetime Membership, Honorary Service Award, Continuing Service Award or Golden Oak Service Award;
- In tribute to an organization or group of people for service given; or
- In memoriam.

An acknowledgment card or certificate suitable for framing will be sent, upon request, when a minimum donation of \$10.00 or more is made ([Donation Form](#)).

A person may receive more than one HSA, more than one CSA, or more than one Golden Oak Service Award, or may have more than one donation made in his/her name.

SCHOLARSHIPS

Funds for the scholarship program to further various kinds of higher education are approved annually by the California State PTA.

Scholarships are available to graduating high school seniors to commend extensive volunteer service in the school and community. Scholarships are for use during the first year, following high school graduation.

Scholarship awards also are available to credentialed teachers, counselors, and school nurses for advanced study, and to PTA volunteers with at least three years of PTA service to continue their education.

Applications are available from the California State PTA Toolkit, the California State PTA office, or from the website at www.capta.org.

RED RIBBON WEEK CELEBRATION

In 1985 Enrique Kiki Camarena was kidnapped, brutally tortured, and murdered by Mexican drug traffickers. His tragic death opened the eyes of many Americans to the dangers of drugs and the international scope of the drug trade.

Shortly after Kiki's death, Congressman Duncan Hunter and Kiki's high school friend Henry Lozano launched "Camarena Clubs" in Kiki's hometown of Calexico, Calif. Hundreds of club members pledged to lead drug-free lives to honor the memory of Kiki Camarena. These pledges were delivered to first lady Nancy Reagan at a national conference of parents combating youth drug use. Several state parent organizations then called on community groups to wear red ribbons during the last week of October as a symbol of their drug-free commitment. In 1988, the National Family Partnership (NFP) coordinated the first National Red Ribbon Week with President and Mrs. Reagan serving as honorary chairpersons.

How to Celebrate Red Ribbon Week

- The NFP estimates that more than 80 million people participate in Red Ribbon events each year.
- The campaign is a unified way for communities to take a stand against drugs, and to show intolerance for illicit drug use and the consequences to all Americans.
- Schools, businesses, the faith community, media, families, and community coalitions join together to celebrate Red Ribbon Week in many ways, such as: sponsoring essay and poster contests; organizing drug-free races; decorating buildings in red; handing out red ribbons to customers; holding parades or community events; and by publicizing the value of a drug-free, healthy lifestyle.

Additional Resources

- California Department of Education (www.cde.ca.gov/ls/he/at)
- Community Alliances for Drug Free Youth (CADFY) (www.CADFY.org)
- California Friday Night Live Partnership (www.fridaynightlive.org)
- U.S. Drug Enforcement Administration (DEA) (www.dea.gov and www.justthinktwice.com)

- Partnership for a Drug-Free California (www.drugfree.org)
- Sundt Memorial Foundation (www.sundtmemorial.org)
- The Enrique S. Camarena Educational Foundation (www.CamarenaFoundation.org)
- Time to Talk (Partnership for a drug free America website directed at parents) (www.timetotalk.org)

Today, schools and communities throughout the nation create activities and sponsor media campaigns during **Red Ribbon Week** to increase the public’s awareness about the problems caused by substance abuse and promote research-based prevention strategies and programs throughout the year.

~ Community Alliances for Drug Free Youth (CADFY),
www.cadfy.org

REFLECTIONS PROGRAM

The National PTA Reflections Program is an arts recognition and achievement program for students. The Reflections Program provides opportunities for students to express themselves creatively and to receive positive recognition for original works of art inspired by a pre-selected theme while increasing community awareness of the importance of the arts in education.

Students may submit an entry in any of the six arts areas listed below. Only original works of art are accepted. Depending on state and local PTA guidelines, students may enter more than one work of art. The six arts areas are as follows:

- Literature
- Musical Composition
- Photography
- Visual Arts
- Dance Choreography
- Film/Video Production

For more information about the PTA Reflections Program, visit <https://capta.org/programs-events/reflections/>.

PTA FINANCE FAQs



SPONSORSHIP

Can a PTA receive cash donations from a business for printing of their business information in a program book or a PTA newsletter?

Yes. The PTA may receive cash donations from a business. The content of the acknowledgment is key to whether the donation is tax free or taxable to the PTA. If the acknowledgment of thanks lists the sponsor's name, logo, address, telephone number, and products, then it is considered tax free sponsorship. If however, the acknowledgment asks members to buy the product, makes a qualitative judgment about the product, or endorses the product, the donation would then be taxable income to the PTA.

Our school participates in a retail reward program. We receive donations based on purchases made at the retail establishment. The PTA administers the program, but the checks are made out to the school, not the PTA. This creates a conflict with the school office as to where the money belongs. Any suggestions?

If it is a PTA program, then the checks should be made out to the PTA. Talk with retail management and ask them to make the checks payable to the PTA. Explain that when the check is made out to the school, it causes problems and that it is illegal for school and PTA funds to be commingled. If they refuse to make the checks payable to PTA, withdraw from the program and let the school manage it.

Can PTA receive a donation which is restricted to a specific activity?

Donations can be made for specific, restricted purposes. However, the donation cannot result in more than an incidental benefit to the donor. For example, the donor's child cannot benefit any more than a larger number of children similarly situated. If you give money to the music program in which a large number of children participate and will benefit from the donation, that donation is then tax deductible. If you give money to the music program just to buy a violin for your own child, then the donation is not tax deductible. If the PTA accepts money for a restricted program, the PTA must spend the money only on that program. It cannot be spent on any other program without written direction from the donor.

May the PTA contract with a restaurant to provide food at a carnival for a discounted price? Can the profits go to the PTA?

Yes. PTA may contract with vendors, including restaurants, in order to hold a carnival. If the local restaurant provides food at a discounted price, the PTA will have the good fortune of being able to make more money. Restaurants are required to follow Health Department guidelines. If a contract is involved, follow the guidelines for signing contracts.

If we are a public versus a private nonprofit charity, do we fall under the Brown Act?

The Brown Act has to do with officials elected to public offices (city councils, school boards) by the general population. PTA is a nonprofit, membership organization and does not fall under

the regulations of the Brown Act. PTA is a public charity not a private foundation for Federal Income Tax purposes.

Can the vendor's logo be placed on a t-shirt worn during a walk-a-thon in acknowledgment of their sponsorship?

Yes. The vendor's logo can be placed on a t-shirt and worn during the sponsored event.

Is it acceptable to have the PTA jog-a-thon headquarters at the sponsor's headquarters?

If the jog-a-thon is being held at the sponsor's headquarters, there is nothing wrong with the PTA managing the event at the headquarters' site.

Can a PTA give out its tax ID# to people who make donations?

Yes. If the PTA is soliciting donations or sponsorship from vendors, they should be supplying their tax ID # when asked so that the vendor has documentation of the PTA tax exempt status and, therefore can legitimately deduct the donation.

FUNDRAISING

How do we handle nonpayment for candy that has been issued?

It is not recommended to issue candy without payment in advance. Generally, orders are taken and paid first. If candy has been issued without payment, and the customer will not pay, the PTA is in essence liable for payment. Contact the parent/customer by phone or mail and ask that they pay for the product that they agreed to purchase and already received.

Should PTA give numbered receipts during a fundraising activity? Is it required or recommended?

A numbered receipt is not required for customers who purchase items. When the purchaser pays by check, then the check would be considered proof of purchase. The treasurer must issue a numbered receipt for all cash money received.

Can a PTA write a letter to parents requesting donations in lieu of a fundraiser?

Yes. The request must be completely voluntary. Be sure to explain what the money will be used for, and ensure the monies are deposited for that specific activity/program.

How many fundraisers are allowed annually?

When planning the year's activities, PTAs should use the 3-to-1 rule. For every fundraising activity, there should be at least three non-fundraising projects aimed at helping parents or children or advocating for school improvements. All funds raised must be in the context of the Mission and the Objects of PTA.

Must the PTA vote to participate with each family restaurant individually, or can it vote once to have family restaurant nights throughout the year?

At the beginning of the school year when you present the proposed program to the association for approval, you do not need to list each restaurant individually. If you plan on going to a variety of restaurants, present the program as "Family Nights at Local Restaurants."

Can PTA send home a flyer with students informing parents about a "Carl's Jr Night" on a specific date and time and reference that a percentage of the sales will benefit the PTA?

Yes. If the PTA association votes to have a fundraiser at a local establishment, and Carl's Jr. is chosen as one of the establishments, the information can be sent home with students.

Can a separate safe be bought by the PTA and kept at school for locking scrip and/or money?

If unsold scrip or money cannot be deposited in the bank immediately, establish advance arrangements with the principal to use the school safe. It is recommended the PTA purchase a small safe or lock box to place inside the school safe. Prior to placing unsold scrip or money in the school safe, it must be counted by two PTA executive board members. Document the amount and have the documentation signed by the PTA executive board members. The principal may require that a school representative verify the documentation.

If there is no school safe, it is acceptable to purchase a PTA safe if there is a way to anchor the safe to the floor. Seek approval from the principal and/or school district.

Can PTA participate in the e-Scrip program?

Yes. Follow the California State PTA Guidelines for Scrip Programs.

How is electronic scrip different from paper scrip in relation to IRS guidelines?

The programs are basically the same; the means by which they are conducted is different. While the income from electronic scrip is from a business and regularly carried on, as an approved PTA fundraiser, the proceeds are related to the PTA's exempt purpose.

If the level of effort on the part of the PTA in raising funds is insignificant and the PTA involvement in holding the fundraiser is conducted by volunteers, then there should be no unrelated business income. It is recommended that when participating in the scrip program, the PTA have its taxes completed by a professional tax accountant. This question should be posed to the tax accountant completing the IRS Form 990 for the unit.

If the e-scrip program only offers certain supermarkets, can the PTA provide paper scrip for the other local markets?

Yes. Not all parents have access to the Internet and e-scrip. Be sure to invite all local markets to participate in the program. Avoid the impression of endorsement of any particular market.

Can units sell scrip non-electronically? Is there any tax liability?

Yes. PTAs can sell scrip non-electronically. As with any Unrelated Business Income, your PTA may be subject to UBIT if it earns over \$1000 selling scrip. It is recommended that when participating in the scrip program, the PTA have its taxes completed by a professional tax accountant. This question should be posed to the tax accountant completing the IRS Form 990 for the unit.

If a PTA participates with an Internet shopping mall for fundraising, can examples of the vendors the site links to be included on a flyer to parents? Is this considered endorsement?

Do not give examples of vendors on a flyer which encourages parents to visit the shopping Web site. This may be considered an endorsement of products or services. Invite parents to visit the site and tell them about the wonderful shopping opportunities available without giving them specific names of vendors.

INCOME & EXPENSES

Explain "deposit promptly."

"Promptly." "Immediately." "As soon as possible." The treasurer should not keep cash in her car or home. The deposit should be made the day of the event or collection of money, if at all

possible. For safety reasons, the treasurer should not go to the bank alone. Two people should bank large deposits after the money has been counted and verified by two people.

If a large amount of money is to be collected at a time when the banks are not open, arrangements should be made ahead of time to make a night deposit. Depending upon the community, a police or sheriff escort may be provided on request.

If unsold scrip or money cannot be deposited in the bank immediately, establish advance arrangements with the principal to use the school safe. It is recommended the PTA purchase a small safe or lock box to place inside the school safe. Prior to placing unsold scrip or money in the school safe, it must be counted by two PTA executive board members. Document the amount and have the documentation signed by the PTA executive board members. The principal may require that a school representative verify the documentation.

Must a receipt be issued for activities such as a cookbook, pizza, or cookie dough sales?

A check may be used as proof of purchase. If cash is the method of payment, then a numbered receipt should always be issued. If requested, provide a receipt regardless of whether the person paid by check or cash.

SIX NATIONAL STANDARDS FOR FAMILY-SCHOOL PARTNERSHIPS

National PTA has adopted 6 standards for effective family engagement programs. The standards focus on what parents, schools, and communities can do together to support student success. Family engagement programs will be most effective if they include all of the standards:

Standard 1 – Welcoming All Families into the School Community

Families are active participants in the life of the school, and feel welcomed, valued, and connected to each other, to school staff, and to what students are learning and doing in class.

Standard 2 – Communicating Effectively

Families and school staff engage in regular, two-way, meaningful communication and learning.

Standard 3 – Supporting Student Success

Families and school staff continuously collaborate to support student learning and healthy development, both at home and at school, and have regular opportunities to strengthen their knowledge and skills to do so effectively.

Standard 4 – Speaking Up for Every Child

Families are empowered to be advocates for their own and other children, to ensure that students are treated fairly and have access to learning opportunities that will support their success.

Standard 5 – Sharing Power

Families and school staff are equal partners in decisions that affect children and families and together inform, influence, and create policies, practices and programs.

Standard 6 – Collaborating with the Community

Families and school staff collaborate with community members to connect students, families and staff to expanded learning opportunities, community services and civic participation.

Refer to the online CA State PTA Toolkit **ADVOCACY** tab for more information.