

SCHOOL BOARD ADMINISTRATIVE RULE
School District of Holmen
Holmen, WI 54636

FILE: 841
SECTION: 800
COMMUNITY

CROWDFUNDING

Philosophical Foundation:

The Board of Education (Board) supports fundraising activities that are designed to promote educational and co-curricular activities that align with the School District of Holmen's (District) vision to educate every student to achieve global success. District staff members shall comply with the following administrative rule provisions relating to the use of crowdfunding for District-related purposes.

Definitions:

Crowdfunding/Crowdsourcing – For the purposes of this administrative rule, crowdfunding is the process of requesting a specific gift or donation to fund a specific purpose or project, typically through websites or social media designated for the purpose. Crowdfunding does not include requests for donations the District may make using the District's own website or social media.

Administrative Rule Provisions:

District staff members, volunteers, or students must comply with all of the following provisions relating to crowdfunding for school-related purposes. All property and proceeds received as a result of crowdfunding become the property of the District.

All funds raised by student organizations/clubs under this policy for the organization's/club's specific activities shall be under the fiduciary control of the Board and shall be managed by the District as agency funds in accordance with sound business practice and Generally Accepted Accounting Principles (GAAP) similar to other District funds.

1. All administrative rule provisions listed in AR 374 Student Fundraising apply to crowdfunding campaigns through school programs/organizations.
2. All administrative rule provisions listed in AR 657 Grants, Gifts, Contributions, and Donations apply to donations and gifts received through crowdfunding by outside community groups.
3. Monies or items secured through crowdfunding become the property of the District. Staff members who use crowdfunding must be explicit about the ownership of such items so that donors understand this point for tax and other purposes. Since items are to be the property of the District, all such funds must be accounted for through the District Business Office. If the crowdfunding site requires that it collect dollars, purchase the described items, and send the purchased items to the staff member, then a record of the acquisition must be submitted to building or department administrator and the Business Office.
4. Only crowdfunding sites that send donations and/or gifts directly to schools and not the individual are permitted.
5. The donation and/or gifts received through crowdfunding will be used for the purpose stated in the crowdfunding proposal. The District will ensure items or funds obtained through crowdfunding remain with the staff member/program indicated in the crowdfunding request, unless the staff member leaves the District or program for which the items were purchased, in

which case, the building or department administrator will determine the subsequent placement of the items.

6. When making requests for donations through crowdfunding, staff members must comply with student privacy and other requirements set out in the Family Educational Rights and Privacy Act (FERPA). The District's student records policy must be followed and requests made by parents/guardians about their child's Directory Data must be honored.
7. District employees must set up crowdfunding services with a District account and not a personal account. District employees must use his or her District email address for communications with donors and the crowdfunding service provider.
8. All purchases made with funds received through crowdfunding must comply with District purchasing guidelines and procedures.
9. Crowdfunding requests may not solicit donations to fund purposes the District is legally required to meet. For example, if a student requires a particular intervention to meet an individualized education program (IEP) goal, the District must provide for this need and it would not be appropriate to seek private donations for this purpose.
10. Crowdfunding may not require the District to endorse any specific business, organization, service or product, with the understanding that recognition of a donor differs from explicit endorsement.
11. Use of funds raised through crowdfunding must align with school and District priorities and be compatible with curricular, co-curricular, technological, instructional, programmatic, and operational practices of the District.
12. The crowdfunding activity must be consistent with applicable provisions of District policy and school rules and in compliance with legal requirements.
13. Crowdfunding shall not discriminate on the basis of age, race, creed, color, disability, pregnancy, marital or parental status, religion, sex, citizenship, national origin, ancestry, socioeconomic status, sexual orientation, gender identity, gender expression, or gender nonconformity. Discrimination complaints shall be processed in accordance with established procedures.

Legal Ref.: Wisconsin State Statutes Section:
19.59 Code of Ethics
115.28(13) Uniform Financial Fund Accounting
118.27 Gifts & Grants

Cross Ref.: 347 Student Records
374 Student Fundraising
411 Equal Education Opportunity
493 Student Privacy Rights
511 Equal Employment Opportunity
610 Fiscal Management Goals
657 Grants, Gifts, Contributions, and Donations
662.1 Student Activity Funds Management
664 Cash in School Buildings

672 Bidding/Purchasing Requirements
672.6 Inventories
853 Commercialism in Schools
870 Suggestions, Concerns and Complaints
881a Partnerships with Business
881b Relations with Community

Approved: May 28, 2019