

CHESTER COUNTY INTERMEDIATE UNIT 24

SECTION: OPERATIONS

TITLE: CROWDFUNDING

ADOPTED: SEPTEMBER 18, 2019

REVISED:

702.1 CROWDFUNDING	
1. Introduction	<p>The Board recognizes that crowdfunding campaigns have become an increasingly popular method by which teachers and organizations can procure funding for specific projects and/or programs. The revenue-raising potential that crowdfunding campaigns may provide may be a benefit for Intermediate Unit programs and classrooms. The Intermediate Unit further recognizes, however, that unregulated employee use of crowdfunding campaigns on behalf of the Intermediate Unit can subject both the Intermediate Unit and employees to significant potential legal liability.</p>
2. Purpose	<p>The purpose of this policy is to establish parameters for use of crowdfunding campaigns for Intermediate Unit purposes, on behalf of the Intermediate Unit, or for the purpose of supplementing Intermediate Unit programs.</p>
3. Definitions	<p>Campaign, for the purposes of this policy, is a fundraising effort designed to raise funds to meet an advertised goal or need.</p> <p>Crowdfunding, for the purposes of this policy, is the practice of funding a project or venture by raising monetary contributions, typically via the Internet, for a particular purpose or cause.</p> <p>Eligible Organizations, for purposes of this policy, include any Intermediate Unit-sponsored student organization that has been formally recognized/approved by the Board and granted permission to engage in crowdfunding on behalf of the Intermediate Unit, subject to the requirements of this policy. Intermediate Unit-affiliated organizations including, but not limited to, parent/teacher organizations and booster groups for the Intermediate Unit are not subject to the requirements of this policy.</p>
4. Guidelines	<p>1. Prohibition on Unapproved Crowdfunding on Behalf of the Intermediate Unit</p> <p>School Intermediate Unit employees, including coaches, directors, and activity supervisors, may only engage in crowdfunding campaigns related to their role or duties as a Intermediate Unit employee or otherwise benefiting the Intermediate Unit, including Intermediate Unit programs, initiatives, students, or staff with prior written</p>

Approved crowdfunding campaigns must operate in compliance with all laws and all other Board Policies and Administrative Guidelines.

Only employees and/or eligible organizations with written approval from the Intermediate Unit pursuant to this policy are permitted to utilize crowdfunding campaigns for Intermediate Unit purposes or programs. No individual or group that has not been granted formal recognition/approval by the Board may be granted permission to engage in crowdfunding campaigns on behalf of the Intermediate Unit.

Employees and/or eligible organizations that have not obtained written approval pursuant to this policy may not solicit funds or items on behalf of the Intermediate Unit on a crowdfunding website; give the appearance of soliciting funds or items on behalf of the Intermediate Unit on a crowdfunding website; or use the Intermediate Unit's name, logo, mascot, or other identifying information in a crowdfunding post.

Employees may not utilize their school Intermediate Unit email address for any crowdfunding campaigns, unless the campaign has been approved through prior written authorization from a designated administrator.

2. Procedures

Employees and Eligible Organizations. Employees and eligible organizations wishing to utilize crowdfunding for Intermediate Unit purposes or programs are required to obtain prior written permission submitting a preapproval request form to the building administrator or designee.

It shall be the responsibility of building administrator or his/her designee, as applicable, to review all crowdfunding requests. The preapproval request form shall be readily available on the Intermediate Unit's website. Crowdfunding requests that are incomplete, not submitted in writing, and/or that do not meet the requirements of this policy shall not be considered for approval.

The written request for approval must be provided directly to the building administrator or his/her designee via the designated approval form and must contain the following:

- a. The name, job title, school, and email address of the requester, or, if the applicant is an eligible organization, the names of and contact information for two members of the eligible organization who shall be responsible for overseeing the crowdfunding campaign;
- b. The crowdfunding website or physical location (site) to be used;
- c. The items being requested, and/or the amount of funds targeted to be raised;

- d. The classroom, program, and/or activity to be benefited;
- e. The exact language that will be included in the post/advertising for the crowdfunding campaign; and
- f. The start and projected end dates of the post/advertising.

Crowdfunding requests shall not be approved unless they meet the following conditions:

- a. Crowdfunding campaigns must meet the requirements set forth in this policy, including obtaining written approval and posting only on a Intermediate Unit-approved crowdfunding site;
- b. Where crowdfunding proceeds are in the form of funds, such funds must be sent to the Intermediate Unit's business manager, who shall ensure the appropriate accounting and holding of such funds until they are used for their stated purpose;
- c. Where tangible property is received from a crowdfunding project instead of monetary funds, all items become the property of the Intermediate Unit upon receipt and must be delivered directly to the building administrator of the building in which they will be used;
- d. All crowdfunding campaigns involving classroom materials, projects or resources must be consistent with the Intermediate Unit's approved curriculum;
- e. Before building administrators accept software, devices, or other technology related items, the building administrator or designee is responsible to confirm acceptability with the Intermediate Unit's director of communications;
- f. All crowdfunding campaigns must be consistent with all applicable laws and Board policies; and
- g. All crowdfunding campaigns must have specific, predetermined beginning and ending dates.

Crowdfunding projects will not be approved if the project:

- a. Includes pictures of Intermediate Unit students in the crowdfunding post or on the posting individual's home or biography page on the crowdfunding site;

- c. Be used for personal gain of any individual, other than the Intermediate Unit-related benefits associated with the campaign's purpose;
- d. Results in funds and/or items being provided/delivered directly to the individual who requested the funds;
- e. Is contingent on additional Intermediate Unit spending or require "matching" funds from the Intermediate Unit or another organization;
- f. Solicits food items that do not meet the "smart snacks" standards of the USDA regulations for school nutrition; or
- g. Suggests or states that an item or items for which the donations are being sought are required for or otherwise integral to a student's special education needs in order to access the Intermediate Unit's educational program.

3. Designation of Approved Crowdfunding Sites

The Director of communications, in consultation with the Executive Director, shall designate approved crowdfunding websites.

All crowdfunding sites that are approved by the Intermediate Unit must meet all of the following requirements:

- a. The site must be operated by a corporation or limited liability company with no history of fraud, unlawful activity, financial mismanagement, or other misconduct.
- b. The site must have a policy that requires all funds raised by an individual on behalf of a school to go directly to the school, not the individual who posted/advertised the fundraising request.

To the extent that no crowdfunding sites available meet all of the requirements above, the Intermediate Unit shall not approve requests for crowdfunding.

4. Additional Requirements and Regulations

Where a crowdfunding campaign requires the electronic transfer of funds, the building administrator or designee in consultation with the business manager shall ensure that such transfer is made properly and in accordance with acceptable standards of practice. Where such transfer cannot be properly achieved, the campaign should not be approved.

The Intermediate Unit reserves the right to refuse funds or tangible property that has been raised or purchased through an approved crowdfunding campaign if it discovers that the project violated this policy or was in violation of the crowdfunding site's requirements, policies, and/or regulations.

The Intermediate Unit reserves the right to terminate any preapproved crowdfunding campaign for any reason or withhold approval for any crowdfunding campaign project for any reason.

Items obtained through crowdfunding must fulfill the purpose of the approved crowdfunding campaign.

Should a crowdfunding campaign raise more funds than necessary for the stated purpose, the business manager shall be notified about the excess funds and shall determine the appropriate way to expend or return the unused funds.

It shall be the responsibility of the individual whose crowdfunding campaign is approved by Intermediate Unit building administration, as applicable, to ensure that all applicable laws and rules, including rules and requirements established by the crowdfunding site, are followed.

All tangible items/materials obtained through Intermediate Unit-approved crowdfunding are the property of the Intermediate Unit. While preference shall be given for the items/materials to be used and maintained by the employee who originally obtained them through crowdfunding (where applicable), the Intermediate Unit reserves the right to transfer such items/materials to another classroom and/or teacher.

6. Delegation of
Responsibility

The Executive Director or designee shall ensure that procedures and guidelines are in place to monitor all crowdfunding requests. The Executive Director or designee shall disseminate and explain information to building administration and post information on the Intermediate Unit website. Building administrators will be responsible for forwarding all information to his/her staff and eligible organizations.