



# ADMINISTRATION 6 – Advertising or Canvassing in Schools

Date: June 30, 2004

Revised: January 9, 2013

Responsible Administrator: Superintendent

## 1.0 RATIONALE

It is recognized that certain campaigns, distribution and advertising through schools without undue interference with the educational operation of the school, when they are compatible with community values and result in direct and specific benefit to students, are deemed to be appropriate for school participation.

## 2.0 PROCESS

The distribution of materials relative to education, community organizations, school or school-related fund raising shall be left to the discretion of the school principal or Superintendent, as site appropriate, who shall be responsible for ensuring adherence to the following guidelines.

## 3.0 GUIDELINES

3.1 The following is prohibited in school:

3.1.1 Advertising, canvassing, sale or distribution of goods without the approval of the Principal.

3.1.2 Supply of lists of names and addresses of staff students, or parents to any outside individual, company or organization.

3.1.3 The sale or distribution for sale of tickets or goods, canvassing of, and the taking of collections from pupils within the schools or on Board property by or on behalf of any outside individual or organization during instructional hours.

3.1.4 Any promotion, advertising, distribution of materials, goods or services by which any individual staff member might accrue any financial gain.

3.2 The following is prohibited in Central Office:

3.2.1 Advertising, canvassing, sale or distribution of material without the prior approval of the Superintendent.

References: *Board Policy: D/II/13 – Advertising or Canvassing in Schools*  
**School Act: Section 27(2)**