

## **LCS Fundraising Policy Regarding Business Affiliate Relationships**

As Larchmont Charter School has grown, it has formed a number of business affiliate partners across four campuses. Following is a general policy regarding the parameters of school/commercial relationships.

The stated policy pertains only to the specific fundraising category of Business Affiliate relationships. It provides the school with a consistent strategy as well as protection from numerous fundraising pitfalls. This policy seeks to find balance between commercial partnerships and over-commercialization of our school culture.

The primary goal for business affiliate relationships is to receive straight donations in cash, goods, or gift certificates (such as those gathered for school auctions). LCS will limit restaurant/entertainment days where parents and friends are asked to patronize a single business during a single day in return for a percentage of sales. LCS does not participate in programs requiring our children to sell goods.

“Percentage of” deals that are *ongoing* (such as the long-term agreement LCS has with Amazon.com to receive a percentage of all sales initiated through the LCS Amazon link) may be recommended to and approved by the school/campus leader. The goal is to strategically limit the agreements to the few programs which will most maximize school income and minimize donor fatigue.

Exceptions include:

- On-campus fairs/sales may be considered as well as Scholastic sales.
- LCS may publicize grocery store “percentage of” agreements throughout the year (such as the Club Card programs with Pavilions, Ralph's, etc.)
- Additional exceptions approved by school/campus leaders in collaboration with the parent Chair of Business Affiliate Fundraisers

LCS will carefully consider, screen and limit any advertising of businesses (other than publicizing approved fundraisers). Acknowledgments in school newsletters, school directories and on the LCS website may be made. Advertising on the LCS website and in school publications will be carefully considered and limited.

This policy pertains only to official Larchmont Charter School fundraising.  
Updated 10/29/15