



REPORT TO

GOVERNANCE AND POLICY COMMITTEE

UPDATE TO SPONSORSHIP POLICY F.F.26
*And looking at them Jesus said to them, "With people this is impossible, but with God all things are possible."
 Matthew 19:26*

Created, Draft	First Tabling	Review
November 28, 2016	January 18, 2017	Click here to enter a date.

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RECOMMENDATION REPORT

Vision:
At Toronto Catholic we transform the world through witness, faith, innovation and action.

Mission:
The Toronto Catholic District School Board is an inclusive learning community uniting home, parish and school and rooted in the love of Christ.

We educate students to grow in grace and knowledge to lead lives of faith, hope and charity.



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A. EXECUTIVE SUMMARY

In order to provide parameters and clarify the process required for school sponsorships, staff recommend updating the current Sponsorship Policy F.F.26 and adding Appendix B to the policy “Determining Whether to Have a Sponsorship—The Sponsorship Process.” An update of the policy in meta format is attached as Appendix A.

The cumulative staff time dedicated to developing this report was 36 hours.

B. PURPOSE

1. The purpose of this report is to recommend Board approval of a revised sponsorship policy.
2. This Recommendation Report arises from a Trustee request through an approved motion on September 13, 2016:

That the Committee recommends to Board that the Sponsorship Policy F.F.26 be added as high priority review for the Governance and Policy Committee.

C. BACKGROUND

1. The Sponsorship policy was approved at Board on August 26, 2010 and has not been reviewed since.
2. At the November 8, 2016 meeting of the Governance and Policy Committee, staff provided a verbal update regarding the Sponsorship policy to the Committee. Arising from the Board discussion, staff were requested to report back to a subsequent meeting of the Governance and Policy Committee with a final revised draft of the Sponsorship policy.

D. EVIDENCE/RESEARCH/ANALYSIS

1. The current process to engage in sponsorships is not clear nor consistent across the system despite the existing protocol which is reflected in the current policy.
2. Although the protocol and revised Sponsorship policy are distinct from the Donation policy, the two policies can be seen as companion pieces.
3. Donations are site specific and unconditional whereas sponsorships are an arrangement to exchange advertising for the responsibility of funding an event or entity with a view to promoting name, trade mark, image, activity or product.
4. Given the need for clarity and permissions in terms of school sponsorship, the policy has been updated to include Operational Procedures outlining the sponsorship process as a reference for principals and stakeholders (see Appendix B).

E. METRICS AND ACCOUNTABILITY

1. The effectiveness of the policy will be determined by measuring the following:
 - on-going incremental revenues generated;
 - its support of the goals in the TCDSB Multi-Year Strategic Plan;
 - engagement of schools and community groups.
2. Further reports to Board will be brought as necessary.

F. IMPLEMENTATION, STRATEGIC COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT PLAN

1. Implementation will include updating the policy on the TCDSB policy register.

2. This update will be communicated to all schools and stakeholders to ensure compliance.

G. STAFF RECOMMENDATION

Staff recommends that the updated Sponsorship policy (F.F.26) provided in Appendix A be adopted.