

**School District 73 Board Presentation Monday, October 26, 2009**  
**Fundraising Proposal for West Zone O.V.S.A.A.**

**A)-Introduction**

1. Kevin Carswell—recently retired as Teacher and Coach after 32 yrs. with School District 24/73. Taught P.E. and English, 30 years as Athletic Director, Past President of the West Zone Athletic Assoc., member of the Bid Committee for 1993 Canada Summer Games, Chair of 1993 Canada Summer Games Tennis Committee and Coordinator of numerous OVSAA AGM's.
  
2. Jack Buckham: retired 2001 following 33 years in Districts 24 & 73, 7 years TOC, total of 40 years in School Districts 24 and 73, 32 of those years Teacher Coach and Athletic Director, Past President West Zone OVSAA, Past President Okanagan Valley Schools Athletic Association, Past Director Basketball B.C., Chair of 1992 Junior National Men's and Women's Basketball Championships, Chair of 1993 Canada Games Basketball Committee, Chair of 2004 CCAA National Men's Basketball Championships. Fervent believer in public education!

We are here this evening to address two topics: Firstly to ask the Board to amend the present Policy concerning Corporate Sponsorship within schools and to consider some options to the current "notice of Motion" regarding Corporate Sponsorship. Secondly, to be given the opportunity to act as "Fundraisers" for School District 73 and the West Zone Athletic Association, the governing body for all High School sports within our District.

3. The current president of the West Zone Athletic Assoc., Jo-Anne Loader is here this evening to represent all of our Zone's Athletic Directors and their respective schools. The West Zone supports this proposal and has endorsed our endeavor to pursue these policy changes and the role of West Zone Fundraisers.
  
4. If successful in our request, we truly believe that we can insure the future of our current Athletic Programs and therefore provide a continual source of benefits for our students.

## **B)-Historical Model of Funding**

I shall begin with the entry into the Okanagan Valley Athletic Association of what is now known as the West Zone, formerly referred to as just Kamloops. This negotiation took place over a barroom table somewhere in the city of Vernon in the early 1960's.

1. Board funds our membership through an annual fee per secondary school teacher in our District. Merritt and Clearwater while in the West Zone pay their own Fees.
2. Sometime in the 1970's the Board provided an Athletic and Cultural Fund for each Secondary School divided equitably by each Secondary Principal
3. Transportation Safety becomes an issue following serious accident in Kootenay District during early 1990's. Use of Society Busettes and 15 passenger rental vans became an issue. Board established an Athletic Council to oversee athletics and a Transportation Budget which when administered carefully covered most of our Transportation needs. Primary mode of transport became District Buses.
4. Most Principals provide a TOC Budget for Athletics to cover Teacher Coaches on League travel days.
5. Participation Fees come into vogue to defray costs. Schools have procedures in place to cover the fees of those unable to pay.
6. Vending machines come into play. Schools become reliant on these funds, Fifteen to \$20,000.00 per school. Large schools in Lower Mainland report 25,000.00 to 30,000.00.
7. Parent Advisory Committees receive funding, some directed toward Athletic needs most often Uniform purchases etc.

Given the fact that we presently recognize the value of these activities through the significant budget considerations just outlined and given the difficulty we find ourselves in today, I believe it appropriate that we consider a new approach, one that may have the potential to help fund not just athletics, but all of our co-curricular programs. It is time to give a Community the opportunity to help a Community.

### **C)-Current /Present Conditions of West Zone Athletics**

The recent presentation by the Sean Lamoureaux of the Athletic Council, shows that close to 50% of students in our High Schools were involved in our Athletic Programs through the 2006-07 school year. This is a very impressive statistic which shows that the programs offered are utilized, valued and an integral part of our educational package- impacting a significant percentage of our student population.

The impact of the loss of funding will impact the willingness for community and teacher coaches to step forward. The additional burden of financial responsibilities for their teams will be too much for most. Funding then becomes the responsibility of parents and we will see the onset of a 'have and have-not' system. Those that can afford the fees and expenses to participate will make up the teams, and those that can not, will not have the opportunity. This is not a true reflection of what our "Public Education System" should represent. We should be striving for equal opportunities for all students at every school with regards to Extra-Curricular Programs.

### **D)-Educational Components**

We have historically referred to our Athletic Activities, band concerts, drama productions and student government activities as extracurricular, separating them from the curricular classroom activities. There is however, significant research, which I know you are all aware of, that verifies the value of students being involved and staying involved in quality extra-curricular programs. These activities have always been a valued component of the students' total educational experience. Student Athletes learn the importance of teamwork, cooperation, sublimation of self, patience, tolerance, respect, initiative, hard work, honesty, effort, mental preparation, goal setting, and how to win and how to lose. Student Athletes know their participation is linked to their performance in the class room. The reality is that these extras are really co-curricular activities. We thoroughly evaluate them during the accreditation process and in so doing establish the overall effectiveness of a school. They are also an important link to our community. For many students co-curricular activities are the reason they look forward to their school day. Many of the alumni represented by that pile of signatures and business cards, made significant comments on the importance of those co-curricular activities to their school experience.

It is clear that a decline in co-curricular programs results in a decline in the effectiveness of a school.

***E) Proposal: Alternative Method of Funding and Support***

What are our options? Do we find a way to maintain the quality and quantity of programs as they exist today? Or do we let the current climate and conditions dictate a likely deterioration of existing programs? Substantial funding must come from somewhere----will it be government, the school board, increased student fees, or from willing community support such as alumni and our business/professional community?

We are offering the Board an alternative to the unfortunate financial situation that we are experiencing. We have secured endorsements from an impressive cross-section of our business community that shows support for the concept of corporate/community involvement which would provide financial assistance to our Athletic Programs. Kamloops has always had an incredible “support base” in our community when it comes to providing necessary assistance wherever needed. Our schools have also responded as a community within a community raising funds for endeavors like Food Bank, Jump Rope for Heart, Habitat For Humanity among others. The corporate/business community, if presented with the opportunity, will provide financial support—they just need the opportunity. This could lead to the creation of a “Perpetual” source of financial support.

As a fund-raising entity, we will pursue a specific target amount in the form of “Pledges of Support” from our Corporate/Business Community. Once we have a broad enough base of support in pledges and we are approaching the target total we will call in the pledges and the Board can distribute the funds equitably to all West Zone Athletic Association Schools. This equitable distribution will insure that all schools will have assistance that can be applied to their specific needs at their respective schools. Again, this echoes the importance of equal opportunities for all students at every school, insuring a ‘level playing field’ for all participants.

We are requesting a 1 year ‘Pilot Project’, from January, 2010 to January 2011. This will allow sufficient time to pursue and secure a variety of supporters and allow the transition of a cycle of ‘fiscal’ and calendar time to occur. This will also allow us the opportunity to investigate and initiate support for other co-curricular programs

***F) Support required from the Board***

1. Change of policy where necessary. Acceptance of Corporate Sponsorship Policy and modification of TOC restrictions on receiving a benefit from Corporate Sponsorship as a Board employee.
2. Ensure our Community is aware of the need and that this initiative has the unqualified support of the Board.
3. Provide the mechanics for the collection, accounting, distribution of the funds and issue of Tax Receipts
4. Proposed changes to Corporate Sponsorship Policy – Suggestions re potential problem areas.

We are excited and pleased about the prospect of a Corporate Sponsorship Policy but would like to put forth three potential problem areas.

- a) Our Business Community is and has always been very supportive especially when a need is identified, however they can be easily alienated when they become inundated with requests and they have little information on how to prioritize the requests. Simply having a policy and declaring open season is not the most productive approach.
- b) Schools will become indignant with one another with what they perceive as a trespass into “their” business area by another school.
- c) Empire building within a school, through being insensitive to the needs of others can lead to hard feelings and loss of teamwork.

All of these potential problems can be avoided with a Clearing House within the school where sponsorship is thoroughly discussed and priorities are established before any canvassing can begin. Communication between and among schools Clearing Houses would also help avoid repetition and develop a sharing approach to all Business Community areas. This would also make schools aware of the importance of not over subscribing their Business Community.

Respectfully Submitted;

Kevin Carswell

Jack Buckham