



YORK REGION DISTRICT SCHOOL BOARD

Policy and Procedure #182.0, Distribution of Materials: External Organizations

The Distribution of Materials: External Organizations policy and procedure address the dissemination of information from non-profit external organizations which is in alignment with the Board's planning processes and its mission, vision and values to students, staff, and the broader school community.

Who has responsibilities?

- Board of Trustees
- Director of Education
- Corporate Communications
- Principals
- Mailroom Services
- External Organizations

How is this policy and/or procedure related to Board priorities?

In line with the Multi-Year Plan and the Board's commitment to modeling environmental sustainability.

Department

Corporate Communications, Director's Office

Related Policies

[Environmental Responsibility](#)

[Partisan Activities and Campaigning](#)

Legislative Context

[Accessibility for Ontarians with Disabilities Act \(AODA\)](#)

[Canada's Anti-Spam Legislation \(CASL\)](#)

[Education Act](#)

It is the expectation of the York Region District School Board that all employees, students and persons invited to or visiting Board property; or partaking/volunteering in Board or school-sponsored events and activities will respect the policies and procedures of the Board. The term "parents" refers to both biological/adoptive parents and guardians in all Board policies and procedures



Policy #182.0

Distribution of Materials: External Organizations

1. Policy Statement

It is the policy of the York Region District School Board to allow for the dissemination of information from non-profit external organizations, which is in alignment with Board priorities and [Mission, Vision and Values](#), to students, staff, and the broader school community. In line with the [Environmental Responsibility](#) policy, legal responsibilities and Board planning processes, this policy supports environmentally responsible distribution of materials.

2. Application

The dissemination of information may include, but is not limited to, display tables, bulletin boards or any other Board/school resource that would facilitate the distribution of information.

To support the Board's environmental efforts and to reduce waste, materials should be provided electronically to school. A maximum of 50 copies of print materials may be provided to schools, if necessary.

Items that will not be approved for distribution are outlined in the Distribution of Materials: External Organizations procedure.

3. Definitions

3.1 Board Property

Includes all administrative and non-administrative Board-operated buildings or lands owned or occupied by the Board; including schools as defined by the Education Act. Board-owned vehicles and machinery are also considered to be Board property.

3.2 Dissemination of Information

The distribution of information, in any format, including print or electronic.

3.3 Non-Profit (Not-for-Profit) Organizations

Include, but are not limited to, all levels of government (municipal, regional, provincial or federal), community groups involved in non-profit activities, school councils and charities. Proof of registration as a non-profit organization is required.

4. Responsibilities

4.1 The Board of Trustees is responsible for:

- (a) reviewing the Distribution of Materials: External Organizations policy in accordance with the priorities in the [Multi-Year Plan](#) and the approved policy review cycle;
- (b) understanding and communicating with members of the community about the Distribution of Materials: External Organizations policy, as required; and
- (c) referring requests to Corporate Communications, as required.

4.2 The Director of Education is responsible for:

- (a) implementing and operationalizing the Distribution of Materials: External Organizations policy.

5. Contact

Director's Office, Corporate Communications

6. History

Approved: 1995

Working Document: July 2012, November 2017

Revision drafted March 29, 2018

Revised: 2003, 2007, 2013, June 2018



Procedure #182.0

Distribution of Materials: External Organizations

1. Procedure Statement

This procedure outlines the process for the approval and distribution of materials from external organizations through the York Region District School Board to students and the broader school community.

2. Application

This procedure also applies to political or religious organizations as well as service providers and permit holders. This service is offered as a courtesy to community partners and any distribution of materials from external organizations will be at the discretion of the Board and school principals.

The following will not be approved for distribution:

- (a) information from for-profit organizations;
- (b) materials from organizations that do not provide a valid charitable registration number or proof of non-profit status;
- (c) political signs being posted on Board/school property;
- (d) signs being placed on Board property that are not in accordance with this policy or obstruct traffic, bus loops, parking, construction projects or school events;
- (e) political party flyers, brochures or other political party information to schools or school councils;
- (f) materials considered to be teacher or staff resources with the exception of information from all levels of government and government agencies;
- (g) information on workshops, presenters or guest speakers with the exception of information from all levels of government and government agencies;
- (h) curriculum materials for students or staff with the exception of information from all levels of government and government agencies;
- (i) materials in which logos or messages of political or for-profit organizations appear;
- (j) materials that have used the Board logo without permission or do not align with the Board's [Visual Identity Manual](#);
- (k) materials from permit holders or service providers unless they meet the criteria;
- (l) materials from external organizations that advertise services similar to those provided by the York Region District School Board;
- (m) religious materials or materials that are religious in nature or could be construed as the promotion of religious beliefs; and
- (n) trustee articles for school newsletters, within six months prior to a municipal election.

Political signs or materials may not be posted or distributed on Board property as outlined in the [Partisan Activities and Campaigning](#) policy.

3. Responsibilities

3.1 The Director of Education shall:

- (a) allocate staff and resources to support the Distribution of Materials: External Organizations procedure.

3.2 Corporate Communications shall:

- (a) review [requests](#) for distribution of materials to ensure compliance with Board policies, procedures and priorities;
- (b) provide schools with a [database of pre-approved material](#);
- (c) within 15 business days, communicate to the external organization whether or not their materials have been pre-approved for distribution, the process for distribution;
- (d) ensure any pre-approved materials are compliant with all applicable legislation, including, but not limited to, the Accessibility for Ontarians with Disabilities Act (AODA) and Canada's Anti-Spam Legislation;
- (e) provide external organizations with a letter outlining that their materials have been pre-approved;
- (f) approve only materials that adhere to the Distribution of Materials: External Organizations policy and procedure; and
- (g) explain to external organizations the cost of materials for distribution is the responsibility of the requesting organization.

3.3 Principals shall:

- (a) ensure materials distributed to students from non-profit organizations are pre-approved by Corporate Communications,
- (b) use their discretion to distribute information to staff members that is considered to be teacher or staff resources,
- (c) consult with Curriculum and Instructional Services before distributing instructional/curriculum materials to students;
- (d) use their discretion to distribute materials to students from approved [special interest services providers](#) who meet the criteria, such as but not limited to, in school daycare providers;
- (e) distribute materials related to principal-approved school fundraising, in accordance with the [School Fundraising and Administration of School Generated Funds](#) policy and procedure;
- (f) only distribute materials that have been pre-approved by Corporate Communications or meet the above criteria;
- (g) distribute pre-approved information from approved community-based partners, all levels of government and government agencies;
- (h) not photocopy or print information for external organizations;
- (i) ensure that political signs are not posted on school property;

- (j) not distribute or post on school signs information from for-profit or political parties or materials that are religious in nature;
- (k) not promote or distribute information for permit holders or service providers, including summer camps, unless the materials meet the criteria of this policy and procedure and have been pre-approved by Corporate Communications; and
- (l) not promote or distribute information via school newsletters for external organizations that do not meet the criteria of this policy and procedure.

3.4 Mailroom Services shall:

- (a) only distribute materials from Board partners that have received pre-approval by Corporate Communications for mailroom distribution.

3.5 All staff members shall:

- (a) refer requests from external organizations to distribute materials to students to Corporate Communications; and
- (b) advise their supervisor if political signs are present on any Board property to ensure their removal.

3.6 External organizations shall:

- ensure materials meet criteria outlined in Board policy and procedure, and legislative requirements;
- [submit materials to Corporate Communications for review](#);
- provide a valid charitable organization registration number or proof of non-profit status;
- provide a Portable Document File (PDF) or other electronic version of the materials to be distributed to Corporate Communications for review;
- allow 15 business days for review of materials;
- understand that Corporate Communications will not approve materials during the winter and summer breaks, and submit materials after September 1 and before the first week of June;
- if pre-approved, contact schools and distribute electronic materials;
- if necessary, produce and distribute pre-approved print materials in limited quantities (maximum of 50 print copies per school) and deliver to schools through their own means;
- understand that print materials will not be distributed to individual students or staff members;
- provide schools with the pre-approval letter from Corporate Communications, without which the information will not be distributed;
- understand that pre-approval only applies to the materials submitted and only for one-time distribution;
- not claim endorsement of the York Region District School Board or Board staff;
- not use the Board logo without consent from Corporate Communications on any materials for distribution;

- understand that the distribution of materials, pre-approved by Corporate Communications or sent directly to schools, is at the discretion of the principal and that any costs related to the printing, copying or distribution of materials is not the responsibility of the York Region District School Board;
- understand that any field trip, teacher resources, workshops, guest speakers or professional development opportunities provided by profit or non-profit organizations, with the exception of information from municipal, regional, provincial or federal levels of government, is not reviewed or endorsed by the York Region District School Board or its staff and that it is at the discretion of the principal to deem whether it is appropriate to share these materials with students, staff, or the broader school community;
- not post political lawn signs or distribute partisan literature on Board property;
- not distribute materials on vehicles parked on Board property;
- adhere to the requirements for distribution and the Distribution of Materials: External Organizations policy and procedure; and
- ensure that submitted material complies with all applicable legislation, including, but not limited to, [Accessibility for Ontarians with Disabilities Act](#) and [Canada's Anti-Spam Legislation](#).

4. Contact

Director's Office, Corporate Communications

5. History

Approved 2007

Working Document: July 2012, November 2017

Revised: March 2010, April 2013, June 2018