

# 'We don't let them throw logos in kids' faces'

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Cash, school materials or equipment are awarded to schools in proportion to the value of store receipts, product labels or coupons collected.

While private corporations are helping York Region schools raise money and buy equipment, their logos aren't splashed around classrooms, said Lucia Cascioli, spokesperson for the York Region District School Board.

The board has partnerships with businesses such as Wal-Mart, but recently rewrote its fundraising policy to ensure students weren't bombarded with advertising.

"We don't let them throw logos in the kids' faces," Ms Cascioli said.

If a school hooks up with a corporate sponsor, their corporate banner wouldn't be hung up in the gym, Ms Cascioli said.

The board's policy condones accepting corporate donations

but stresses this help will not be accepted in exchange for advertising around the school.

Companies who help schools may be thanked on the morning announcements for their help.

The school board also seeks to find companies whose values fall in line the board's.

"We ask, are they in line with our vision and values? Do they fall into line with what we believe?" Ms Cascioli said. "We obviously wouldn't be putting up a Labatt's banner."

Any company that wants to contribute to the public education system is a great idea as long as it's done for the right reasons, said Pefferlaw resident Doug Carr, whose son, Jack, will attend kindergarten in September.

"If a company's purpose is to donate learning tools to help children get ready for school, it's great," Mr. Carr said, adding BMO donated bags chock full of supplies, such as magnetic letters, Play Doh, books and supplies to all students registering for kindergarten in September at

Morning Glory Public School.

"I have no problem with that. There's nothing wrong with buying learning tools for kids, but if a company's sole purpose is to sell their products, I don't agree with that," Mr. Carr said.

The York Catholic District School Board has a similar policy.

Corporations can't advertise in classrooms but there are many partnerships between schools and businesses across the region, board spokesperson Kimberly Hicks said.

Another example is IBM, which donates two new laptops to St. Augustine Secondary School in Markham every year.

In a situation where funding falls short, help is usually sought from the school councils.

"The government will never be off the hook. People are always hollering for more money, but parents will take what we can get from companies when that falls short," Mr. Carr said.

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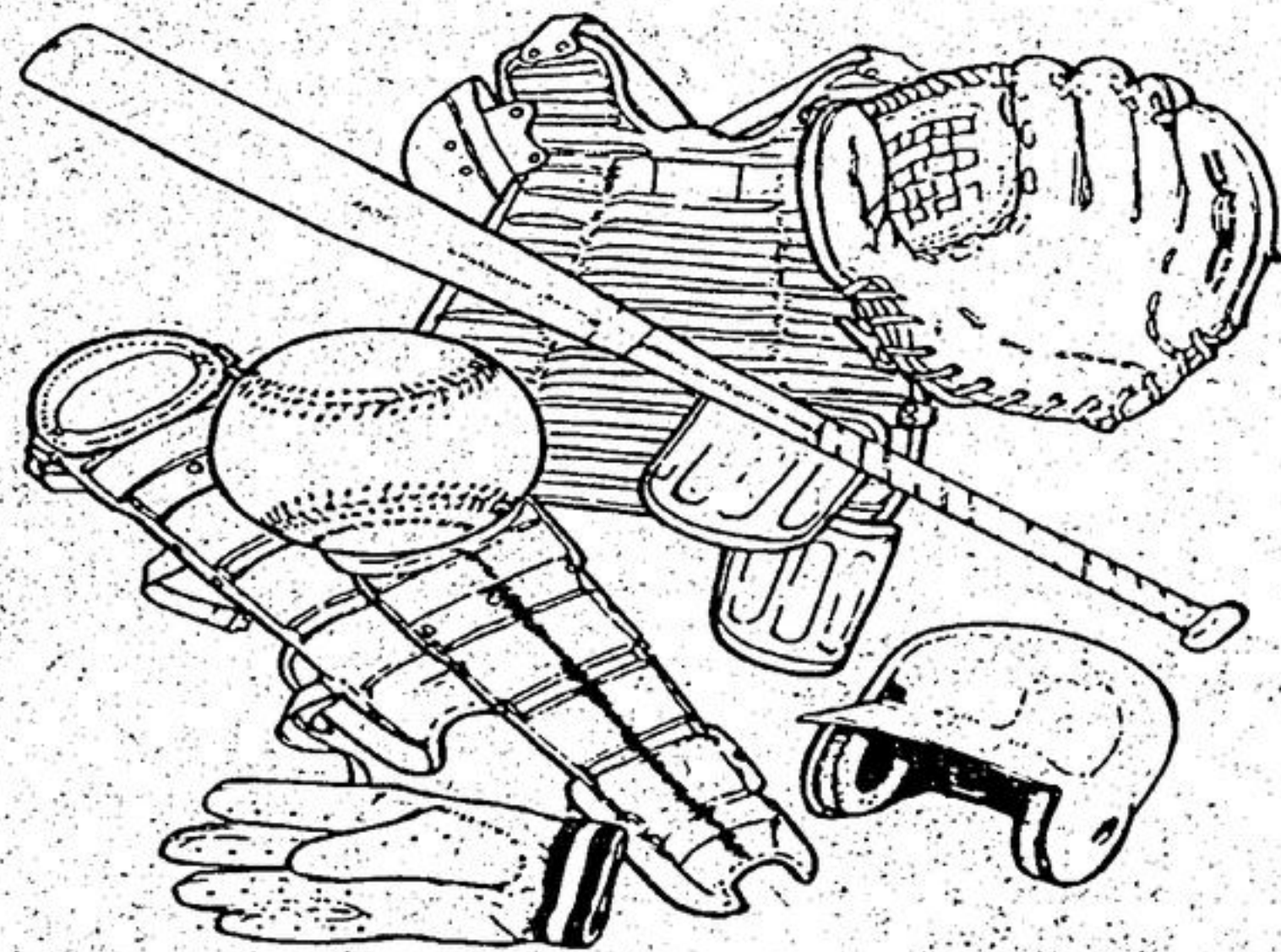
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