

Toronto District School Board

Operational Procedure PR609

Title: **INTERNATIONAL DISASTER RELIEF**

Adopted: October 5, 2010

Revised:

Authorization: Administrative Council

1.0 OBJECTIVE

To provide a system-wide, formal and streamlined process for undertaking fundraising efforts in schools and workplaces to support international disaster relief efforts. The system-wide appeal for support will not replace any individual school fundraising efforts.

2.0 RESPONSIBILITY

Director, Communications and Public Affairs

3.0 PROCEDURES

3.1. When does the Board support an international disaster relief effort?

To qualify for Board support, the disaster/emergency must match all the following criteria:

- (a) The affected country declares a state of emergency and appeals for international aid;
- (b) The Canadian federal government issues an official statement on situation;
- (c) The Canadian federal government asks Canadian citizens to donate to relief efforts; and
- (d) The United Nations issues a statement and appeals for international aid.

Note: The appeal to support any given disaster relief effort remains in effect as long as the need for relief for the affected country continues to be formally recognized either by the government of Canada or by Canadian non-governmental organizations (NGOs) supporting disaster relief.

3.2. Which charitable organizations qualify to receive funds?

As the nature of international disaster relief is extremely time-sensitive, the Canadian Red Cross, UNICEF, Free the Children and the Stephen Lewis Foundation have been pre-selected as appropriate non-profit, charitable organizations based on the criteria below:

- (a) Recipient organizations will be registered Canadian charities in good standing with the Canada Revenue Agency (CRA);
- (b) Recipient organizations will be operated with fiscal prudence as reflected in the financial statement available through the CRA website;
- (c) Recipient organizations must have a presence on the ground in the affected country;
- (d) Recipient organizations will agree to outline how the funds raised were used for relief to enable us to report back to the TDSB greater community; and
- (e) The relief work of recipient organizations will directly impact children and youth in the affected areas with an emphasis on education and survival necessities.

3.3. Roles and Responsibilities

- (a) Communications and Public Affairs (CPA)
 - (i) Communications Coordinator, Client Services, will monitor news coverage and determine if disaster meets criteria.
 - (ii) Communications Coordinator will notify the Director of CPA, Manager of Client Services and Disaster Relief Committee (DRC) when disaster meets all criteria.
 - (iii) Director of CPA will notify Director of Education if disaster meets all criteria.
 - (iv) CPA will prepare the following communications pieces, based on established templates:
 - Call to Action to all staff from Director of Education (within a few days of Director being notified);

- External and internal homepage message posted shortly after Call to Action sent;
 - Media release sent out shortly after Call to Action sent;
 - Letter to TDSB community within a few days;
 - External and Internal Questions and Answers as posted on home-pages shortly after Call to Action sent;
 - Deputy Director's Weekly Bulletin sent to all managers, principals, senior administrators within five business days;
 - Links to all relevant information posted on Principals' website within a few days;
 - Post-fundraising promotion to media of efforts by staff, students and TDSB community. Communications to the media will include the fiscal information (money raised by TDSB); and
 - Post website message and use social media channels to promote final fundraising totals.
- (b) Director's Office
- (i) Respond to Director of CPA's notification of Board-wide fundraising efforts; and
 - (ii) Serve as spokesperson during post-fundraising media promotion.
- (c) Chair of the Social Justice Committee
- (i) Notify Deputy Director, Academic, Deputy Director, Operations and Social Justice Committee when disaster meets all established criteria;
 - (ii) Manage and coordinate the Board-wide response; and
 - (iii) Serve as media spokesperson during fundraising efforts.
- (d) General Accounting
- (i) Contact charitable organization(s) to arrange for creation of donation portals on same day as Call to Action release;
 - (ii) Contact a local banking institution for collection of funds at school and education centre sites on same day as Call to Action release; and

- (iii) Coordinate reporting of final fundraising information based on information from schools and Board sites.

(e) Teaching and Learning

Develop appropriate Curriculum Documents for teachers to be posted on the Principals' site on TDSB Web within five to seven business days

(f) Business Development

Set up a hotline within a few days to answer relevant questions from the public and staff at 416-397-3510 or email at businessdevelopment@tdsb.on.ca.

4.0 REFERENCE DOCUMENTS

N/A