



In keeping with the Mission, Vision and Values of the Niagara Catholic District School Board, the following are the Administrative Operational Procedures for the distribution of materials to students, staff, and families.

## BACKGROUND

Historically, Niagara Catholic has permitted the distribution of printed and electronic materials through our schools, courier, board website, and email. The Niagara Catholic District School Board recognizes the value in supporting events, activities, programs, and services within our communities, and that they may be of interest to our students, staff, their families. These events have typically been approved for distribution by the Communications Department.

These Administrative Operational Procedures clarify which materials may be shared and the way in which materials may be shared with students, staff, and families.

## DEFINITIONS

**Advertising** – Advertising is the act of promoting or marketing to attract attention to a commercial or non-commercial event, activity, product, or service.

**Advertisement** – An advertisement is any public notice or flyer (printed or electronic), radio advertisement, video, sign, or other promotional material delivered to individuals, or directed to a specific demographic for the purpose of selling or promoting a commercial, non-commercial, or charitable event, activity, product, or service.

**Charitable** – A charitable activity is one intended to raise funds for a specific organization and/or cause. The benefactor of funds raised must be a [registered charitable organization](#) in good standing with the Government of Canada.

**Charity** – A charity is an organization registered with the government of Canada for the express purpose of:

- Poverty relief
- Advancing education
- Advancing religion
- Other purposes that benefit the community

**Commercial** – Commercial means events, activities, services, and/or programs intended to make money for the organizer or owner. **For-profit** may also be used in this context.

**Distribution of materials** – Distribution of materials is defined as providing advertisements about commercial or non-commercial events, activities, products, or services directly to families, either as hard copy (printed) materials, or electronically.

**Municipal agency or department** – A municipal agency or department is one falling under the umbrella of a city or town within the [Regional Municipality of Niagara](#), or the Regional Municipality of Niagara. Examples include, but are not limited to: Local fire services agencies and public libraries (municipal), and police, EMS services, and public health (regional)

**Non-profit/Not-for-profit** – Non-profit/not-for-profit organizations are created for civic improvement, social welfare, or to support civic recreational, clubs, groups, events, activities, or festivals. They do not have charitable status and may not profit from any fundraising activities they may hold.

## REQUEST TO DISTRIBUTE MATERIALS

The Niagara Catholic District School Board is committed to the call to environmental action by the late Pope Francis in his encyclical, *Laudato Si*. In keeping with this commitment, electronic flyers (eFlyers) will be distributed through the eFlyer portal on [niagaracatholic.ca](http://niagaracatholic.ca).

All requests to distribute materials to families must be made through the Communications and Community Engagement Officer or designate through the eFlyer portal. Submissions that meet the criteria for posting will be shared on the eFlyer page. Organizations that reach out to schools requesting distribution of materials must be directed to the Communications Department.

Promotional materials must comply with Board policies and federal and provincial legislation, including the [Accessibility for Ontarians with Disabilities Act \(AODA\)](#), the [Ontario Human Rights Code](#), the [Municipal Freedom of Information and Protection of Privacy Act \(MFIPPA\)](#), the [Education Act](#), and [Canadian Anti-Spam Legislation \(CASL\)](#).

Submissions will be accepted from:

- The Diocese of St. Catharines, local Catholic parishes, or other Catholic or multi-faith organizations supported by the Diocese of St. Catharines
- Non-profit or charitable organizations whose objectives align with the teachings of the Catholic Church and the Board's [Mission, Vision, and Values](#), the *Accessibility for Ontarians with Disabilities Act* and the *Ontario Human Rights Code*
- Charitable organizations advancing education, Catholic values, poverty reduction, or civic engagement and improvement
- Non-profit organizations whose activities are of educational benefit to students, and support students' physical and/or mental well-being
- Non-profit organizations supporting and promoting civic engagement and improvement
- Municipal, regional, or provincial government agencies and departments whose mandate is to support students and families
- Municipal, regional, or provincial government departments promoting events, activities, and information related to education, health, wellness, or safety

Niagara Catholic will not accept submissions that:

- Are political in nature, including endorsing (or denouncing) political parties or politicians, or promoting rallies
- Are commercial in nature
- Contain commercial advertising, corporate logos, or links to private businesses\*

\*Exceptions will be made for programs or activities operated by a not-for-profit organization or a local or regional municipality sponsored by a business. Examples include, but are not limited to, summer reading programs run through local libraries and local sports leagues that are often subsidized by corporate donations to keep registration affordable for families.

On occasion, materials may be distributed to families through the central email program. Communications sent via email must comply with Canadian Anti-Spam Legislation.

The Niagara Catholic District School Board values equity and inclusivity. Priority will be given to events that are accessible to all members of the community, such as:

- events that are free to attend
- events that can be accessed by residents without transportation (walkable or on transit routes)
- events in locations that can be accessed by people with mobility or other physical challenges

***References:***

- [\*Niagara Catholic Mission, Vision, and Values\*](#)
- [\*Niagara Catholic Advertising Expenditures Policies \(600.5\)\*](#)
- [\*Accessibility for Ontarians with Disabilities Act \(AODA\)\*](#)
- [\*Government of Canada – Canadian Anti-Spam Legislation \(CASL\)\*](#)
- [\*Government of Canada – CRA – Difference between a charity and a non-profit\*](#)
- [\*Ontario Human Rights Code\*](#)
- [\*Municipal Freedom of Information and Protection of Privacy Act\*](#)
- [\*Education Act\*](#)

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