

"My Class Needs"

A new partnership with the NVSD

Funding innovative classroom learning projects



Overview

1. Schools and fundraising
2. Introductions to “My Class Needs” and “Fuel Your School”
3. How the funding works
4. A few things to keep in mind



“If the only tool you have is a hammer, you tend to see every problem as a nail.”

—Abraham Maslow



A few things we hold to be true:

- Teaching requires tools
- Public funding has its limits
- Teachers know best what their classrooms need
- Ours is a community with high expectations for public education
- There are partners in the community willing to help



Fundraising is...

...part of the rhythm of the
school year



Fundraising can also be...

- Time and labour intensive
- Not always successful
- Distracting from the core work
- Problematic when policy is not followed



Enter...



Background to My Class Needs

- My Class Needs is a registered Canadian charity supporting students and teachers in publicly funded schools with resources that enrich their learning experiences
- Funding for My Class Needs is contributed by individuals and corporations
- Chevron is a corporate contributor to My Class Needs and funds the “Fuel Your School” program

*Participating school districts in BC this season are Burnaby, Coquitlam, North Vancouver, Surrey and Victoria



More background to *My Class Needs*

- Began with a pilot in San Francisco Bay in 2010, since expanded to school systems in the wider USA, Malaysia, South Africa and Canada
- Approached us in the Spring about including our school district in their expansion in BC

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Successfully piloted last year in BC...

...in Surrey.



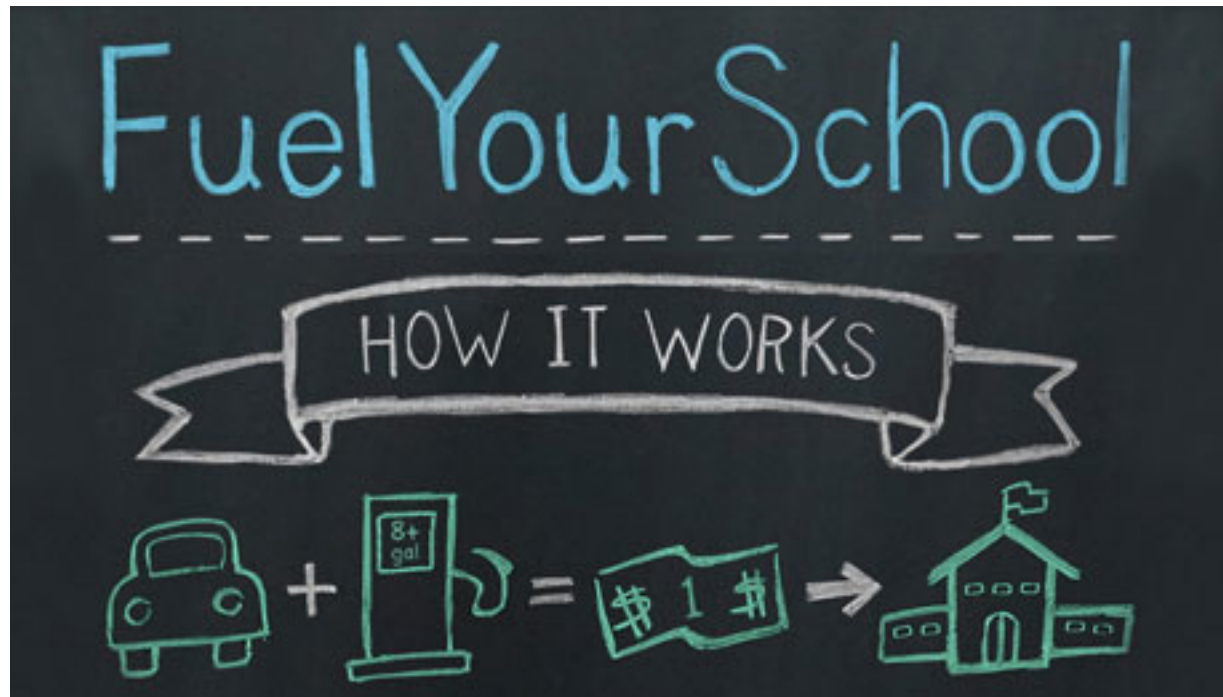
How My Class Needs/Fuel Your School works

Beginning October 1st teachers were invited to post project requests to MyClassNeeds.ca. Here's how it works:

<https://myclassneeds.ca/en/about/how-it-works/>



Our funding model is different though



Fuel Your School

- Is funded through Chevron
- November is “fuelling month”
- Chevron will donate \$1 for every 30 litre or more fuel purchase at its participating states located within our school district
- Estimates the fund could reach the cap of \$100,000 by the end of November



Fuel > My Class Needs schedule

1. October 1 – November 20, teachers post projects eligible for funding to My Class Needs
2. November 1 – 30, fuelling period, Chevron contributes \$1 for every 30 litres purchased at participating stations
3. November 6, first project queue reset (all eligible projects in the queue move to fulfillment)

cont.



Continued: Fuel > My Class Needs schedule

4. November 13, second project queue reset
5. November 20, third and final reset
6. November 30, end of fuelling period all eligible projects in the queue move to fulfilment, funds permitting



How does this partnership fit in the NVSD?



North Vancouver School District
2011–2021 Strategic Plan



How does this partnership fit in the NVSD?



Strengthen

26
North Vancouver School District 2011-2021 Strategic Plan

Goal: strengthen and expand reciprocal community relations



How does this partnership fit in the NVSD?



Expand

Goal: expand the availability of best instructional practices and enriched curriculum

30
North Vancouver School District 2011-2021 Strategic Plan



But what about...?

Policy 413*

Places limits on advertising and describes how sponsorships and funding from third parties may be used "...to complement and not replace public funding".

Policy 413: Corporate sponsorships, partnerships and advertising in schools



It's about having the choice...



...and people helping people



"You can go around
stumbling over stuff in the
dark...

...or you can start to light
some candles."

