

Information about community programs, events, services and opportunities is available to families and residents through the Business Development Department.

All requests from external organizations to distribute information to parents, staff or students in SD36 are handled through the Business Development Department. The Business Development Department receives, reviews and coordinates all pieces for distribution. **Charges are applied to cover the costs of distributing the information as outlined in the table on page 4.**

IMPORTANT INFORMATION FOR ALL FLYERS

- All Flyers must be in PDF format. JPEG, Word, Paint and other formats are not accepted.
- All flyers must include the following waiver in size 10 font:

“SD 36 receives a fee to facilitate the distribution of advertising materials from some community organizations and businesses. SD 36 does not accept responsibility or liability for the contents of any advertising and does not endorse an advertiser’s services, goods or programs.”

- A final draft of a maximum two page flyer in .pdf format should be emailed to the Business Development Department at BDEV-office@surreyschools.ca. Every advertiser must have their business name and an email or phone number on the .pdf flyers.
- All flyers must be approved for distribution by Business Development OR other District Departments based on the type of advertising. Please allow at least two weeks for this process.

HOW TO DISTRIBUTE INFORMATION

There are two ways to disseminate information through the Surrey School District. In your email indicate whether you wish to have your materials posted online for staff or parents to see OR if you wish to have your materials actively emailed out to parents OR staff in the quarterly Communit-E Bulletin. When *posting only* is requested, the materials can be submitted at any time, they will be reviewed and vetted and the Business Development Department will let distributors know if materials are approved in two weeks’ time. If approved, we will send you an invoice and materials will be posted as soon as payment is received.

Please note that we will send or post ONLY information related to school activities to staff ie: field trip, school presenters... and that we will send or post ONLY information about community events and activities to parents. We will not send or post information about products or businesses unrelated to school or community activities.

We make no guarantees that parents will read the messages once delivered, via email or hard copy, or respond to or follow up on the information provided. It is up to each distributor to determine the effectiveness of such a distribution for their business or organization, where information is disseminated with no guarantees of uptake by parents, the public, or staff.

(1) PUBLIC OR INTERNAL WEBSITE

- a. **Public Website** – The public website is used by organizations who wish to promote their service to families within Surrey. We accept requests for posting throughout the year. These, include, but are not limited to:

- Childcare
- Family Events and activities
- Sports activities
- School Break Camps
- Scholarships
- Post Secondary information
- Volunteer Opportunities for kids

All posts must be geared to families within Surrey. We do not promote products or items for sale. Please click the link below to access our website to see format and samples.

<https://www.surreyschools.ca/CommunityServices/Advertising/Pages/default.aspx>

- b. **Internal Website** – the internal website is specifically for School District Staff. Information which can be distributed via the internal website include:

- Professional Development
- Field Trip opportunities
- In class presenters which have been approved by the District
- Student opportunities

All posts must be for school type activities and approved by the Surrey School District.

(2) COMMUNIT-E BULLETIN - QUARTERLY FLYER DISTRIBUTION

Communit-E Bulletins are distributed to schools 4 times per year via email or hard copy. These bulletins are comprised of various organizations delivering a service or event. These services and events must be community and/or family and child related. We do not promote products in our Bulletins.

Click on the link below to see an example of the Bulletin.

https://www.surreyschools.ca/departments/BDEV/Community_Information/Pages/default.aspx

Distributors must submit final materials for distribution by 3:00 pm on the deadlines below. Information will be sent to schools in the week following the deadline. The deadline is final, no extensions will be made under any circumstances.

2020/21 Communit-E Bulletin Distribution Submission Deadlines are:

(1) August 28, 2020 (2) November 13, 2020 (3) February 5, 2021 (3) May 7, 2021

The Business Development Department will ensure your materials are distributed to all families who have provided their catchment school with their email contact information. All Bulletins are distributed directly to the families by Business Development.

When a distributor wishes to have information actively emailed to parents or staff, they must submit the request form by clicking on the link below.

[Request to Distribute Flyers via the Communit-e Bulletin](#)

Upon receipt of your email draft, the Business Development Department will review and vet the materials and inform the distributor of the decision. Where materials are approved, it will form part of the Distribution and flyers/emails will be sent the week following the deadline.

For schools accepting hard copies:

Where a distributor wishes to send out information to parents at all schools, distributors may want to prepare hard copies for schools who do not have access to family email addresses. These schools are listed on page 5 with the enrolment number at the site next to the school name. If your group wishes to include these *hard copy only* schools in your distribution, you will be required to make some photocopies of your flyer and deliver them, packaged into 9" x 12" x 1.5" envelopes, to our distribution centre by the [distribution deadline](#).

Hard copies will only be accepted for distribution to these specific schools. All other schools will be distributed via email.

In the case of hard copy distribution the flyers are bundled by the advertiser according to the guidelines below, forwarded to Business Development who, in turn, will send to those individual schools. However, once at schools, pieces are distributed on that school's schedule and at their discretion and we can make no guarantees that information will be distributed to all parents or at all schools.

Please provide the quantity of copies required for each school that you are sending material to. Schools do not copy additional flyers if there are not enough for all families.

- Flyers must be counted into batches of 25 and the batches separated with either paper clips, elastic bands or coloured pieces of paper.
- All envelopes **MUST** be sealed and the name of the school must be on the envelope.
- Envelopes must not exceed 9" x 12" x 1.5". If one envelope is not sufficient, use a maximum of 2 envelopes per school.
- **If your distribution requires more than 2 envelopes per school, approval from Business Development must be given.**

- Once payment is provided, permission to deliver the envelopes to the District Resource Centre will be given.
- Packages should be dropped off no later than 3 PM on the deadline day.

Cost Schedule for Distribution of Materials Through SD #36	Cost*	Cost* to Non-Profit Organization
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COMMUNIT-E BULLETINS – QUARTERLY (Includes website posting) – Costs are per distribution

Email to all parents (including hardcopies to those schools who do not have the email addresses of parents). Please note that you do not have to distribute hardcopies, however, there is NO PRICE REDUCTION.	\$1,000	\$800
Email to all parents in 1 zone. (Choose from City Centre; Cloverdale/Clayton Heights; Guildford; Newton; Panorama/Sullivan; South Surrey/White Rock) <u>OR</u> parents in just the secondary schools. For an individual list of schools in each zone see page 5.	\$500	\$400
Email to all elementary & secondary schools for sharing with school based staff and teachers <u>OR</u> PACs (at the discretion of the school). Please note the same price will apply for those wishing to distribute to all elementary schools only.	\$300	\$250
Email to secondary schools only for sharing with school based staff and teachers <u>OR</u> PACs (at the discretion of the school)	\$150	\$100

WEBSITE POSTING ONLY

Posting on SD 36 internal website accessible by all staff	\$100	free
Posting on SD 36 public website	\$150	\$100

GST will be added to the cost

Payment can be made by cheque or credit card and must be received on or before the submission deadline.

If paying by cheque in the mail, please be sure it is addressed "Attention: Business Development Department".

All cheques should be made payable to Surrey School District No. 36.

SCHOOLS IN EACH OF SIX AREAS:

(A red number beside the school name indicates that the school has requested hard copies and the quantity required.) Click [here](#) for a look at the 2020-21 Boundary Map, School Calendar, etc.

ZONE 1 CITY CENTRE	ZONE 2 CLOVERDALE/ CLAYTON HEIGHTS	ZONE 3 GUILDFORD	ZONE 4 NEWTON	ZONE 5 PANORAMA/ SULLIVAN	ZONE 6 SOUTH SURREY/ WHITE ROCK
Elementary Schools	Elementary Schools	Elementary Schools	Elementary Schools	Elementary Schools	Elementary Schools
AHP Matthew	Adams Road	Berkshire Park	Bear Creek	Beaver Creek	Bayridge
Betty Huff	AJ McLellan	Bonaccord	Chimney Hill (725)	Boundary Park	Chantrell Creek
Bridgeview	Clayton	Bothwell	Coyote Creek	Cambridge	Crescent Park
Brookside/SAIL K-7	Cloverdale	Coast Meridian	Dr. F D Sinclair	Colebrook	East Kensington
Cedar Hills (380)	Don Christian	Dogwood	Georges Vanier	Cougar Creek (420)	Hall's Prairie
Cindrich	George Greenaway	Ellendale	MB Sanford	Goldstone Park	HT Thrift
Creekside	Hazलगrove	Erma Stephenson	Newton (485)	Henry Bose	Jessie Lee
David Brankin	Hillcrest	Fraser Wood	Strawberry Hill	Hyland	Laronde
Forsyth Road (330)	Katzie	Frost Road	TE Scott	JT Brown	Morgan
Green Timbers	Latimer Road	Harold Bishop	Walnut Road	McLeod Road	Ocean Cliff
James Ardiel	Martha Currie	Hjorth Road (250)	WE Kinvig	MJ Norris	Pacific Heights
Janice Churchill	Port Kells	Holly (560)	Westerman (430)	North Ridge	Peace Arch
KB Woodward	Sunrise Ridge	Lena Shaw (575)	William Watson	Panorama Park	Ray Shepherd
Kennedy Trail	Surrey Centre	MJ Shannon		Sullivan	Rosemary Heights
Kirkbride (435)		Mountainview		Woodward Hill	Semiahmoo Trail
Maple Green (425)		Riverdale			South Meridian
Old Yale Road		Serpentine Heights			Sunnyside
Prince Charles		WF Davidson			White Rock
Royal Heights		Woodland Park			
Senator Reid					
Simon Cunningham					
Surrey Traditional					
Secondary Schools	Secondary Schools	Secondary Schools	Secondary Schools	Secondary Schools	Secondary Schools
Enver Creek (50)	Clayton Heights	Fraser Heights	Fleetwood Park	Panorama Ridge	Earl Marriott
Kwantlen Park	Lord Tweedsmuir	Guildford Park	Frank Hurt	Sullivan Heights	Elgin Park
LA Matheson	Salish	Johnston Heights	Princess Margaret	Tamanawis	Semiahmoo
Queen Elizabeth	Cloverdale LC	North Surrey			S Surrey/White Rock LC
City Central LC	SAIL (8-12)	Guildford LC			
North Surrey LC					
Total Hardcopies:	Total Hardcopies:	Total Hardcopies	Total Hardcopies:		Total Hardcopies:
Elementary: 1570	Elementary: 0	Elementary: 1385	Elementary: 1640	Elementary: 420	Elementary: 0
Secondary: 50	Secondary: 0	Secondary: 0	Secondary: 0	Secondary: 0	Secondary: 0

