

CODE OF ETHICS

FOR FUNDRAISING OF THE FRENCH SCHOOL OF SEOUL

AND RELATIONS WITH DONORS AND SPONSORS

INTRODUCTION

Established in 1974, the French school of Seoul offers both French and non-French speaking children an educational program based on French language and culture. The school is accredited by the French Ministry of National Education for all levels from Kindergarten to High School (3 to 18 years old). LFS is governed by its Parents Association (APE) and has also signed in 2002 a convention with the Agency for French Education Abroad (AEFE) which operates under the supervision of the French Ministry of Foreign Affairs and nominates the school's headmaster. Certification by the French government for all school levels along with superior results achieved at national French exams testify to the quality and consistency of teaching.

As an educational institution, LFS has developed a fundraising program targeting businesses, institutions and individuals to support educational projects, extension or renovation of premises and purchase of new equipment. This charter outlines the main principles and values underlying relations with donors and sponsors in due compliance with the school's purpose.

A. GOALS OF LFS FUNDRAISING PROGRAM

The primary mission of LFS is to provide high quality education with the French school curriculum. It provides training for French students residing in Seoul as well as for many students whose mother tongue is not French. Fundraising supports LFS's core mission of fostering student success in a multicultural and multilingual environment.

In this context, LFS has set the following primary goals for its fundraising program:

- Academic: directly support the mission of LFS by contributing to the projects of the school in the fields of sports, literature, science and art, such as sporting or cultural competitions.

- Development : partner in the key development projects of the LFS, such as the growth and renovation of the campus, equipment renewal and implementation of new educational services.

B. SUPPORTING THE LFS

The French School of Seoul aims to contribute to the training of responsible, civic-minded individuals, and enhance the acquisition of knowledge prescribed in its educational program. Philanthropy helps the LFS to achieve these goals.

Donations should comply with LFS goals and objectives as described above.

1. Businesses and institutions

LFS may conclude an agreement with businesses or institutions established in France, South Korea or any other country under the following categories:

- Donations include contributions in cash or in kind offered to LFS. The tax deduction associated with this category prevents any form of brand promotion and visibility as outlined in section E,
- Sponsorships refer to investments carried out by businesses or institutions to promote their brand image as part of their communication strategy. They take the form of non-tax deductible products or services granted to LFS.

2. Individuals

Any individual may donate to LFS irrespective of nationality and donation value. LFS accepts donations in cash and in kind.

C. SOLICITATION & USE OF DONATIONS

LFS ensures it does not enter in agreement with a business, institution or individual likely to affect its image.

1. Solicitation of donations

Individuals who represent the LFS, under a contract of employment or otherwise, as part of its fundraising (hereinafter "THE REPRESENTATIVES") must strictly adhere to the code of ethics

based on the following key principles:

- **Honesty, respect, integrity**

Representatives are to act honestly and sincerely in order to ensure public confidence and avoid misleading donors and beneficiaries of donations. They shall commit to the intention of the donor being respected in the allocation of funds collected, in compliance with the agreement binding the LFS to donors or sponsors.

LFS representatives in particular should adopt strictly neutral, honest and transparent relations with donors.

As such, LFS representatives should not receive from donors any gifts, services or benefits likely to generate personal profit or influence their decisions.

Should the donor also be a supplier, LFS should take the necessary steps to ensure that the follow-up of donations on the one hand, and supervision and payment of services provided on the other hand, are managed by different people.

LFS shall not conclude a donation or sponsorship agreement with a business, institution or individual involved in a bidding process with the school so as not to generate distortions in the process.

- **Transparency**

LFS representatives should clearly communicate tax conditions associated with donations along with the resulting lack of communication compensation since any promotional support from LFS is likely to call into question the granted tax rebate as outlined in section E.

APE is to report all fundraising and sponsorship operations during its annual General Assembly in due respect of confidentiality terms.

2. Allocation of donations

- Donations should not benefit one person in particular (student, representative or LFS staff member).
- Donations shall be allocated according to the donor's wishes, if expressed, in accordance with the objectives described in section A.
- In the event of a collectively funded project, and if the project selected by the donor is already funded or has changed in nature, then the management of LFS decides on the final allocation of the donation and may assign funds to a new project of similar nature after prior communication with the donor. In any case, the donor may not claim restitution of part or whole of the donation.

- The management of LFS decides on the final allocation of the donation if the donor has not expressed a choice.

D. LFS DONATION APPROVAL PROCEDURE

In compliance with APE statutes:

- the Board of Governance (*Conseil de Gestion*) debates on whether to accept the donation or not.
- the APE treasurer must submit all donations equal or higher to 1 million KRW for approval by the Board of Governance. The treasurer may accept or refuse any donation of a lower value than 1 million KRW.

E. TAX STATUS AND CONDITIONS

LFS, along with its legal representative APE, is a not-profit educational institution recognized by Korean tax authorities (Tax Office). This status allows LFS to solicit donations which generate up to 10% deduction on the donor's tax base. Donation value is deducted from the donor's net result within a limit of 10% of net result. Should the donation value exceed 10% of net result, the remainder may be deducted the following year.

In compliance with this particular tax context, LFS shall not commit to any promotional support of the donor's brand image whether in the form of communication or other forms of promotion.

F. DONOR AND SPONSOR COMMITMENTS

1. Independence of donation

Sponsors or donors will not be entitled to impose any requirement on the content of a project they are contributing to, whether partially or in full. They may however express opinions which will not bind LFS.

2. Image rights and communication

LFS ensures sponsor or donor businesses and institutions do not undermine the school's image or reputation when using its name in their communication.

3. Access to LFS and use of school premises

LFS does not allow any business activity on site. Sponsors or donors are not authorized to sell products or services inside the school compounds.

G. COMPLIANCE AND CONFIDENTIALITY

1. Confidentiality

LFS must obtain the explicit consent from donors and sponsors for data on agreements to be communicated.

LFS must obtain the explicit consent from its donors before publicly displaying their names either within or outside its community.

2. Compliance with laws & regulations

The existing laws and regulations in South Korea must be respected in all activities related to the fundraising of LFS.

LFS may refuse a donation if in doubt over its lawfulness, source or origin.

3. Application of provisions

All provisions as defined by the present charter take effect once signed by the parties hereunder.

APE President

Anne-Cécile BEZAULT




LFS Headmaster

Cécile TOIRON




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Établissement homologué par le ministère français de l'Éducation nationale et conventionné avec l'AEFE



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