

## **ANNEX 3. ASPHER'S FUNDING, DONATIONS AND SPONSORSHIP POLICY**

### **I. INTRODUCTION**

To fulfil its mission, ASPHER in addition to the contribution from its members has to secure resources from external sources, be these UN or other multilateral bodies, governments and their affiliated agencies or bodies, foundations, not-for-profit organizations or the corporate sector.

This "Funding, Donations and Sponsorship Policy" describes the criteria and a review and oversight process for evaluating potential relationships with external funding entities (EFE). This Policy is intended to protect ASPHER's mission and integrity while supporting its revenue-generating efforts.

The Policy was drafted with the following considerations in mind:

- Relationships with EFE's should be considered as opportunities to build alliances, partnerships and support for public health for the long term.
- The criteria for review should be reasonable and realistic.
- The review and oversight process should not be overly cumbersome.
- Over time, the review process will build a body of knowledge for accepting and soliciting funding, donations and sponsorships.
- The Policy will be reassessed after one year and thereafter as necessary.

This Policy applies to ASPHER and as well to all member associations or organizations which carry out ASPHER-sponsored events or activities, wherein ASPHER's name, logo or any other identification is used, or wherein there is a contractual arrangement between ASPHER and another association or organization to carry out an activity or event on behalf of either entity.

### **II. DEFINITIONS**

For the purposes of this Policy, the following definitions will be used:

**Donation:** A philanthropic contribution or gift.

**Endorsement:** An explicit approval or a promotional statement for a product or service.

**External Funding Entity (EFE):** Any organization, body, agency, foundation or corporation that is not related to or governed by ASPHER and which could invest in the Association's activities, events and projects.

**Grant/Contribution:** A financial or in-kind investment by an EFE that may or may not be restricted or conditional.

**Matching:** A requirement by some EFE ASPHER co-invest either through cash or in-kind.

**Sponsorship:** A business arrangement whereby the EFE commits resources (monies and/or in-kind) to support a specific project, event or activity, but does not share in the profits or underlying risks of the project. The entity contributes funds to an event, activity or even a capital project and receives a benefit (e.g., specific image and marketing opportunities) from the associated publicity. Sponsorship does not include paid advertising in ASPHER publications or on its website.

### **III. PRINCIPLES AND GENERAL ASSUMPTIONS**

Any and all external support to ASPHER activities, events and projects are governed by the following Principles for Funding, Donations and Sponsorship.

- ASPHER will solicit and accept support only for projects, events and activities that are consistent with ASPHER's mission.
- Such arrangements must enhance, and shall not impede, ASPHER's independence and ability to act in the best interest of its members and the public at all times.
- ASPHER's name, logo and other intangible intellectual assets must be protected at all times.

- ASPHER will accept funds for informational and educational activities only when the content is to be determined or verified by ASPHER or an independent body of public health professionals designated by ASPHER.
- ASPHER will maintain complete control of all funds provided from commercial supporters for educational activities.
- ASPHER will not permit commercial product promotions as part of a continuing education activity.
- It is the policy of ASPHER not to provide product or service endorsements.
- Acknowledgments for commercial support will be limited to company name, logos or slogans which are an established part of the supporter's identity, trade names, addresses and telephone numbers.
- ASPHER's intangible intellectual assets, including the Association's name and logo, will be protected at all times. Sponsors will not be permitted to use ASPHER's name or logo for any commercial purpose or in connection with the promotion of any product.
- Any situation that may be an exception to this Policy or these Principles will be reviewed by the President and/or President-Elect and the Treasurer in consultation with the Executive Board.

#### IV. REVIEW CRITERIA

The purpose of the review of funding, donation and sponsorship opportunities is to determine the balance of the benefit to ASPHER, its members and to the public in relation to the risks and costs of collaborating with an EFE. The conditions determining the benefits and risks of accepting funding, a donation or a sponsorship are set out as follows:

- A. Are the specified proposed uses of the funding, donation or sponsorship congruent with ASPHER's mission and priorities? Issues to consider in determining this congruence include:
1. How do the proposed uses of the funding, donation or sponsorship relate to ASPHER's mission and priorities?
  2. Why does the EFE want to fund, make a donation to or sponsor ASPHER?
  3. Will the benefits to be derived from the intended purpose of the funding, donation or sponsorship justify the resources required from ASPHER to fulfil the intended purpose?
  4. Do the practices of the EFE fit with the adopted public policies of ASPHER?

Under no circumstances will ASPHER accept advertising, funding, donations or sponsorship from tobacco or alcohol companies, manufacturers and merchants of firearms and weapons of mass destruction and entities that have been sanctioned or deemed inappropriate by the World Health Organization or other UN bodies (unless such sanctions have been lifted). This implies also to companies which are part of a conglomerate with ties to such products.

Recognizing that socially responsible practices are a cornerstone of ASPHER's policies, and that good citizenship should embody socially responsible practices, the following are the issues that should be considered in assessing the benefits and the risks of accepting funding, a donation or sponsorships from external entities, especially corporations: (i) The types of core products or services produced or provided; (ii) Occupational health and safety conditions under which products or services are produced; (iii) Employment practices, including commitment to diversity and a living wage; (iv) Commitment to protection of the environment; (v) Record of regulatory compliance; (vi) Marketing and advertising practices; (vii) Research and development policy and practices; (viii) Human rights record; (ix) Funder's, donor's or sponsor's relevant public policy positions; (x) Record of support to public health organizations or public health-related issues and organizations; (xi) Other past activities will be weighed in relation to ASPHER's public policies and public reputation.

All opportunities will be assessed on a case-by-case basis.

- B. Are the funder's, donor's or sponsor's expectations pertaining to control, oversight, and outcome(s) of the sponsorship and/or project to which the funds are applied acceptable to ASPHER? As stated in the Principles for Funding, Donations and Sponsorship, ASPHER will accept funds only when

ASPHER has control of the content of the activity and when ASPHER has and maintains complete control of all funds. Issues to consider:

1. Does ASPHER have editorial control over the content of educational materials and publications and input into their dissemination?
  2. Will ASPHER be able to review and approve public statements about the project, its findings and/or implications?
  3. Will ASPHER be in control of the funds at all times?
  4. Are expectations on outcome, responsibilities, methods of implementation, and duration of funding feasible and agreeable? (Any special expectations of the sponsor need to be explicit and documented).
- C. Are the funder's, donor's or sponsor's expectations regarding recognition or acknowledgment of their support acceptable to ASPHER? Acknowledgments will be limited to the EFE's name, logos, slogans which are an established part of the supporter's identity, trade names, addresses and telephone numbers. Issues to consider:
1. Is the extent to which the name of the EFE is affiliated with ASPHER and the proposed project defined by ASPHER acceptable to the EFE?
  2. What public recognition is expected by the EFE?
  3. Is the recognition appropriate for the amount of the funding, donation or sponsorship?
  4. Is there an appearance of product endorsement?
- D. Would acceptance of the funding, donation or sponsorship create any real or apparent conflicts of interest, and would the impact and/or benefits of accepting it outweigh the risks of partnering with the EFE? In considering the following issues, ASPHER recognizes the need to adhere to its principles and to weigh the benefits and risks of accepting the funding, donation or sponsorship from the EFE as opposed to not accepting the actual financial or in-kind contribution. Issues to consider:
1. Are there any personal, financial, or professional gains for ASPHER staff, members or other volunteers, which create a conflict of interest?
  2. What is the impact of the funding, donation or sponsorship and benefits to the public and public health?
  3. Does the EFE's image support or detract from ASPHER?
  4. Do the impact and/or benefit outweigh the risks of collaborating with the potential funder, donor or sponsor?

## V. REVIEW AND EVALUATION PROCESS

A discreet initial assessment by staff or an ASPHER Executive Board-designated member representative will be conducted when a prospect is identified or is self-identified as in the case of unsolicited requests to partner with ASPHER. The initial assessment includes a recommendation to the Executive Board of ASPHER for final decision. All funding, donation and sponsorship opportunities must be approved by ASPHER's Executive Board (EB). All reviews of funding, donation and sponsorship opportunities must be documented. Supervision and annual reviews of accepted funds are executed by ASPHER's Executive Director who reports every 6 months to the EB.

Public recognition of donors, benefactors and sponsors is encouraged. Acknowledgments will be limited to name of the EFE, logos, slogans which are an established part of the supporter's identity, trade names, addresses and telephone numbers. The following policies apply to recognition of external donors in print and electronic mediums:

- ASPHER's name and/or logo should appear first and be of equal or larger size than that of the EFE.
- ASPHER's name and/or logo should be equally as visible as the EFE's name and/or logo.
- It is suggested that variations of the following wording be used: "ASPHER gratefully acknowledges the support received for xyz.