



Public Health Advocates (PHA) FUNDRAISING GUIDELINES

The following guidelines apply to all fundraising opportunities facing PHA, solicited or unsolicited. The guidelines were drafted with the following considerations in mind:

- PHA's approach to accepting funds should be considered as opportunities to build long-term friends and supporters.
- The criteria for reviewing fundraising opportunities 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 donations.
- These Guidelines will be reassessed as necessary. Reassessments will take into consideration PHA's experience of applying the Guidelines, and modifications will be made as appropriate.

These guidelines were based on those established by the American Public Health Association.

GENERAL ASSUMPTIONS

Three general assumptions will shape PHA's acceptance of funds from any source: foundations, individual donors, non-profit donors, or corporate donors. They are:

1. PHA will accept funds only for activities that are consistent with the organization's mission.
2. Acceptance of funds must enhance, and shall not impede, PHA's ability to promote the establishment of effective health policies in California.
3. PHA's name, logo and other intangible intellectual assets must be protected at all times.

INITIAL EVALUATION OF FUNDRAISING OPPORTUNITIES

The major factors in determining whether to accept a donation will be (1) the total amount of the funds offered and (2) from whom the funding would come. The dollar amount will determine the level of review. All fundraising opportunities of \$1,000 or more will be reviewed by the Executive Committee of the Board of Directors.

- **Under \$1,000.** Funding opportunities under \$1,000 will be reviewed by staff. Staff are to apply the criteria outlined in this document to decide whether to accept the donation.
- **\$1,000 - \$9,999.** Funding opportunities in amounts ranging from \$1,000 - \$9,999 will be reviewed by the Executive Committee which will decide whether to accept the funds.
- **\$10,000 and above.** For funding opportunities of \$10,000 or more, the Executive Committee will make a recommendation to the Board of Directors which will make the final decision about whether to accept the funds.

DOCUMENTATION

Reviews of funding opportunities in amounts of \$1,000 or more must be documented. Documentation of difficult decisions, particularly those in which consensus was not reached, should be detailed. Statements on the agreed-to use of the funds and accountability to reporting outcome are required for both restricted and unrestricted gifts. In general, a positive written statement should be provided to the donor recommended for unrestricted gifts, such as

“PHA will put the funds to use for the betterment of the public’s health and to further our mission of promoting the establishment of effective health policies in California.”

CRITERIA FOR REVIEWING A DONATION OR GIFT

Overall, the purpose of the review is to determine the balance of the benefit to the PHA’s ability to achieve its mission and costs of collaborating with the funder. On a case-by-case basis, the following conditions should be considered in determining the benefits and risks of accepting funds.

NOTE: Under no conditions will funds be accepted from a nongovernmental funder that sells, manufactures or distributes junk food, soda, tobacco, alcohol, or other products that could undermine the mission of PHA. In the event that a funding corporation is part of a corporate conglomerate that includes corporations that produce these products, both the corporation and the conglomerate would be reviewed.

- 1. Are the funders mission and priorities, together with any specified proposed uses of the funds, congruent with the mission and priorities of PHA?** Issues to consider in determining this congruence include:
 - a. How do the proposed uses of the funds relate to PHA’s goals and mission?
 - b. Why does the organization want to make the funds available to PHA?
 - c. Do the practices of the funder fit with the mission and practices of PHA? Recognizing that good corporate citizenship should embody socially responsible practices, the following are the types of issues that should be considered in assessing a potential funder’s ethical standards:
 - Occupational health conditions under which products or services are produced;
 - Employment practices;
 - Commitment to protection of the environment;
 - Marketing and advertising practices;
 - Human rights record;
 - Any other relevant activities, past and present.

A discreet initial assessment should be done when a prospective funder is identified or is self-identified. The assessment will be based on available current knowledge, including web sites, a review of newspapers and contact with knowledgeable individuals.

- 2. Are the potential funder's expectations pertaining to control, oversight, and outcome(s) of the funds and/or project to which the funds are applied acceptable to PHA?** PHA will accept funds only when PHA has control of the content of the activity and when PHA has and maintains complete control of all funds. Issues to consider include the following:
 - a. Does PHA have editorial control over the content of educational materials and publications and input into their dissemination?
 - b. Will PHA be able to review and approve public statements about the project, its findings, and/or implications?
 - c. Will PHA be in control of the funds at all times?
 - d. Are expectations on outcome, responsibilities, methods of implementation, and duration of funding feasible and agreeable? (Any special expectations of the donor need to be explicit and documented)

- 3. Are the potential funder's expectations regarding recognition or acknowledgment of their support acceptable to PHA?** Acknowledgments will be limited to funder's name, logos, and slogans which are an established part of the supporter's identity, trade names, addresses and telephone numbers. Issues to consider include the following:
 - a. How will the benefits to be derived from the intended purpose of the funding compare with the resources required to fulfill that purpose?
 - b. Is the extent to which the funder's name associated with PHA and the proposed project defined by PHA acceptable to the funder?
 - c. What public recognition is expected by the funder?
 - d. Is the recognition appropriate for the amount of the gift?
 - e. Does acceptance of funding imply product endorsement and is PHA comfortable with that implication?

- 4. Would accepting the funds create any real or apparent conflicts of interest, and would the impact and/or benefits of accepting the funding outweigh the risks of partnering with the funder?** In considering the following issues, PHA recognizes the need to adhere to its principles and to weigh the benefits/risks of partnering with the potential funder as compared to the benefits of accepting the funding. Issues to consider include the following:
 - a. Are there any personal, financial, or professional gains for PHA directors or staff that would create a conflict of interest or a reasonable perception of a conflict of interest?
 - b. Does the potential funder's image support or detract from PHA's image among policy makers, advocates, and health and public health professionals?
 - c. Do the impact and/or benefits of accepting the funds outweigh the risks of collaborating with the potential funder?