

# **RESOLVE: THE NATIONAL INFERTILITY ASSOCIATION**

## **ETHICAL PRINCIPLES TO GUIDE CORPORATE RELATIONSHIPS**

**Updated April 23, 2013**

**Approved by Board of Directors June 25, 2013**

RESOLVE: The National Infertility Association routinely enters into relationships with outside people and entities that further its mission, including those that provide financial support from businesses and corporations. RESOLVE believes that several ethical considerations must be fully addressed when entering into relationships with for-profit entities. Therefore, the following policy is intended to govern corporate relationships responsibly and accountably and to ensure the transparency of all such agreements. It is based on the model policy created by the National Health Council, the umbrella group representing the nation's leading voluntary health agencies, including RESOLVE.

This policy is designed to:

- Inform the public of the types and purposes of corporate relationships RESOLVE enters and the diligence exercised in forming these relationships.
- Articulate clear standards and practices to corporations seeking to collaborate and support RESOLVE.
- Provide guidance to RESOLVE in evaluating potential corporate relationships.

### **Criteria for Inclusion**

Corporations must demonstrate:

- a commitment to ethical business practices
- a commitment to safe products or services
- a commitment to customer service and satisfaction
- a favorable image among key audiences
- compatibility with RESOLVE's mission and values

### **Criteria for Exclusion**

RESOLVE may refuse to enter into a partnership with a corporation if any of the following exist:

- The mission and/or goals of the corporation are at odds with RESOLVE's mission.
- A RESOLVE staff member or Board member has specific information regarding the corporation where a partnership would harm RESOLVE's brand or reputation. The specific information must be conveyed to management and the Executive Committee where a final decision is required of the Executive Committee.

- Sponsorship of RESOLVE is conditional upon a product endorsement or implied endorsement of the corporation, its products and/or services by RESOLVE.
- And other reasons to be determined by RESOLVE's Executive Committee on a case by case basis.

## **Criteria for Evaluating Corporate Relationships**

RESOLVE will use the following criteria for evaluating corporate relationships:

- **Independence:** RESOLVE will exercise independent judgment in all its decision making related to any corporate relationship.
- **Mission-related benefit:** The relationship must provide a meaningful mission-related benefit to the general public or particular constituencies of RESOLVE.
- **Consistency:** The relationship must be consistent with RESOLVE's principles, public positions, policies, and standards.
- **Adherence:** The relationship must adhere to all applicable state and local laws and regulations.
- **Non-deceptive communications:** All written materials from the corporation or RESOLVE directed to the public must contain accurate and non-deceptive terms or statements such that a reasonable person will understand the nature and extent of the corporate relationship. Specific monetary amounts need not be reported except where a purchase by a consumer causes a donation to be made to RESOLVE. In such cases, RESOLVE will disclose the amount or percentage of money from the sale which will actually go to the organization, the duration of the campaign (e.g., the month of October), and any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$200,000).
- **Endorsements and Certifications:** RESOLVE will not engage in any action, agreement or statement that serves to endorse products or services for the general public. RESOLVE will not issue certifications for products or services.
- **Privacy:** Any personal information collected about people participating in corporate sponsored activities and/or programs will not be shared outside RESOLVE.
- **Balance:** RESOLVE will strive to maintain balance among its funding sources by evaluating on an annual basis the total amount of corporate support received as a percentage of total revenue.
- **Non-Exclusive:** RESOLVE will engage only in corporate relationships that are not exclusive in nature unless the RESOLVE Board deems such exclusivity to be of sufficient benefit to RESOLVE for a specified activity and time duration.
- **Policies and Compliance:** The RESOLVE Board has approved these written policies for corporate relationships and will review them on a regular basis. In addition, RESOLVE has written procedures for reviewing and approving new corporate relationships, and ongoing review and evaluation of such relationships. RESOLVE will maintain a mechanism to assure compliance with its corporate relations policy by its national headquarters as well as its regional divisions and local affiliates.
- **Termination:** RESOLVE will not enter into any corporate relationship without a right to terminate the agreement.

## **Written Agreement**

RESOLVE will execute a written agreement with any corporation with which it enters into a relationship. The written agreement will clearly indicate:

- The amount of money that will be transferred to RESOLVE, or in the case of a commercial co-venture agreement, the amount or percentage of money from the sale of merchandise which will be paid to RESOLVE, the duration of the agreement, and any maximum or guaranteed minimum contribution amount.
- Whether the corporation's financial support is unrestricted or earmarked to support a particular event or program activity.
- A written description of the mission-driven activity supported that both parties will agree to use for purposes of disclosure to the general public.
- The manner in which each party will disclose the support to the general public.
- RESOLVE retains complete control of and right of approval over all content related to the event or program activity.
- Whether RESOLVE's name, logo, and/or any identifying marks may be used by a corporation and, if so, how. RESOLVE will not allow its name/logo or identifying marks to be used in any promotion or advertisement that names and compares competing products.

## **Disclosure**

RESOLVE will, unless otherwise prohibited by law, disclose the financial support it receives from corporations as required by the IRS and the Form 990.

This disclosure information will be posted on RESOLVE's website in an easily accessible location within six months of the close of the fiscal year.

Corporations will be grouped into monetary ranges for purposes of disclosure (e.g. \$50,000-\$100,000). The disclosure information will also include total amount received from all corporations.