



**World Federation of Public Health Associations**  
Fédération Mondiale des Associations de Santé Publique  
Federación Mundial de las Asociaciones de Salud Pública  
Всемирная Федерация Ассоциаций Общественного Здравоохранения  
世界公共卫生联盟  
الاتحاد العالمي لجمعيات الصحة العامة

## **Funding, Donations and Sponsorship Policy**

### **I. INTRODUCTION**

#### ***Purpose***

The World Federation of Public Health Associations (WFPHA) is an international, nongovernmental organization composed of multidisciplinary national public health associations. It is the only worldwide professional organization supporting the global civil society demand for public health and acting as a network for the global community of public health associations (PHA) and their affiliated organizations. In order to perform this unique task in a comprehensive, objective and independent manner, the WFPHA requires a diversified and adequate financial resource base.

Despite representing an important indicator of the Members' commitment to the Federation, the annual membership fees are an insufficient source of income. Therefore, the WFPHA needs to gather additional funds from external sources, in order to properly fulfil its mission.

This "Funding, Donations and Sponsorship Policy" describes the criteria and the review and oversight process for the evaluation of potential relationships with external funding entities (EFE). Its main aim is to ensure that the WFPHA is able to fulfil its mission while maintaining its integrity, and to support the Federation's revenue-generating efforts.

#### ***Background***

The Policy has been drafted with the following considerations in mind:

- relationships with the EFEs will be regarded as opportunities to build long term alliances, partnerships and support for public health issues;
- the review process and criteria should be reasonable, realistic and not overly cumbersome;
- over time, the review process will allow the development of a body of knowledge for accepting and soliciting funding, donations and sponsorships;
- the Policy will be reassessed when demanded, according to the evaluation of the WFPHA's past performance in implementing it.

#### ***Application***

This Policy applies to the WFPHA and to all the member associations and organizations which carry out WFPHA-sponsored events or activities wherein the WFPHA's name, logo or any other identification is used. It also applies when the WFPHA and another association or organization engage in a contractual relationship aimed at carrying out an activity or event on behalf of either entity.

The provisions included in this policy shall be applied to all funding, donations and

sponsorships received by the WFPHA, being them solicited or unsolicited.

As a general rule, the external entities entitled to provide the WFPHA with financial resources are the following:

- the United Nations or other multilateral bodies;
- national governments and their affiliated agencies or bodies;
- foundations;
- not-for-profit organizations including labor unions;
- the corporate sector.

## II. GUIDING PRINCIPLES

The acceptance of funding, donations and sponsorships is conditional on four general assumptions to be verified:

1. the WFPHA will solicit and accept financial support only for projects, events and activities that are **consistent with the Federation's mission**;
2. the WFPHA shall not enter into sponsorship or partnership arrangements that compromise its **independence** and/or its ability to act in the best interest of both its members and the public;
3. the **protection of all the WFPHA's intangible intellectual assets** (such as its name and logo) shall be ensured at all times;
4. when accepting sponsorships, **WFPHA does not explicitly endorse the sponsoring entity** or any of its products: the relationship is limited to the terms and purposes of the sponsored activity and is not to be utilized for direct commercial advantage for any brand or product.

Nevertheless, the WFPHA allows the publication of advertisements regarding Public Health Programs or Courses, according to the Terms set out in Appendix C.

## III. SPECIFIC REVIEW CRITERIA

The purpose of the review of funding, donation and sponsorship opportunities is to compare the costs and benefits of collaborating with an EFE for the WFPHA, its members and the public. The conditions determining the benefits and risks of accepting funding, donations or sponsorships are set out in Appendix B. All opportunities will be assessed on a case-by-case basis.

The following criteria must be met by any sponsorship arrangement:

### 1. Common aims

The purpose, aims, values and principles of the sponsoring body must be compatible with the WFPHA's ones.

## **2. Non acceptable sponsoring businesses/products**

Under no circumstances will the WFPHA accept advertising, funding, donations or sponsorship from companies whose practices and/or products may represent a threat to public health. These include (but are not limited to) tobacco and alcohol companies, as well as manufacturers and merchants of firearms and weapons of mass destruction nor from business violating fair labor practices.

The same applies to all those entities which have been sanctioned or deemed inappropriate by the World Health Organization or other UN bodies, unless such sanctions have been lifted.

## **3. Non acceptable sponsoring Governments**

Under no circumstances the WFPHA will accept advertising, funding, donations or sponsorships from governments and their related agencies which have been deemed to have committed serious human right violations or have been shown to discriminate against any population or minority.

The same applies to any government or government body that consciously contravenes any International Treaty impacting on health.

## **4. Recognition of donors**

Public recognition of donors, benefactors and sponsors is encouraged.

Acknowledgements will be limited to the EFE's name, trade names, addresses, telephone numbers, logos and slogans which are an established part of its identity, and in relation to the project supported. Exceptions may be authorized on specific circumstances.

External donor recognition shall take place through both print and electronic media, provided that:

- WFPHA's name and/or logo should appear first and be neither smaller nor less visible than the EFE's one;
- In the case of multiple EFEs, they should be listed alphabetically or by level of support.

The following statement may be used as a template for the acknowledgement of multiple sponsoring entities:

*"The WFPHA gratefully acknowledges the support received for xyz from the following contributors"*

## **5. Destination of external funds**

25% of funds destined to any specific project shall go towards the administrative expenses of the WFPHA International Office in Geneva, unless otherwise agreed.

## **6. Conflict of interest**

The WFPHA will be vigilant at all times to avoid any real or perceived conflict of interest in accepting any kind of financial support.

## IV. EVALUATION PROCESS

### *Initial assessment*

A discreet initial assessment will be conducted by the WFPHA staff or by a representative member designated by the Governing Council as soon as a prospect is identified or proposed as an unsolicited request to partner with the WFPHA.

The assessment will be based upon the currently available information about the EFE, gathered mainly from its website, newspaper articles and previous contacts with some WFPHA representative.

All the information collected and the outcomes of the initial evaluation process shall be kept confidential until the final decision is made public.

### *Project evaluation and approval*

#### **A) Standard review process:**

The WFPHA staff and designated volunteers, in consultation with the Chair of the Finance Committee, the President and/or the President Elect, make a recommendation to the Governing Council about the funding, donation and sponsorship proposals that:

- exceed 10,000 USD and not coming from a previously approved sponsoring entity;
- exceed 25,000 USD but coming from a previously approved sponsoring entity.

The ultimate responsibility for the final decision falls upon the President or her/his delegate.

#### **B) Expedited review:**

The *Finance Committee* is given responsibility for the final decisions regarding funding, donation and sponsorship proposals:

- not exceeding 10,000 USD;
- not exceeding 25,000 USD and coming from previously approved entities in support of already endorsed or established projects, in which there are no extraordinary obligations or stipulations.

### *Turnaround time*

Sufficient time should be granted to the WFPHA staff and volunteers in order to gather the necessary material and to the review process itself to take place. However, it is recommended that a reasonable duration of the evaluation and decision-making process be ***no longer than six weeks***.

### *Reporting*

To keep the process sufficiently transparent, it is recommended that all the reviews of funding, donation and sponsorship opportunities be documented. In case of particularly complex decisions, especially when consensus is not reached, the related documentation shall be extensively detailed.

### ***Multi-year funding, donations and sponsorships***

In case of multi-year support, the Finance Committee controls on an annual basis that the above mentioned requirements are met by the sponsoring entity. Moreover, the cost-benefit analysis of the project is conducted yearly in order to decide whether to continue the relationship with the EFE or not. The whole process is to be documented. Any change in the evaluation of the funding, donation or sponsorship project made by the Finance Committee shall be forwarded to the Governing Council for approval.

## **V. TERMINOLOGY**

**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 the WFPHA and which could invest in the Federation'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.

**Sponsorship:** a business arrangement whereby the EFE commits financial or in-kind resources to support a specific project, event or activity of the WFPHA, without sharing the related profits and/or risks.

## **APPENDIX A**

### **Principles for Funding, Donations and Sponsorship**

WFPHA will focus on purposes that are consistent with its strategic priorities and comply with the following “Principles for Funding, Donations and Sponsorships” in soliciting all sponsorships. These Principles will be discussed with all the sponsoring entities during the early stages of discussions.

#### *Principles for Funding, Donations and Sponsorships*

1. WFPHA will maintain an independent position on public health issues and concerns at all times;
2. WFPHA will solicit and accept support only for projects and activities that are consistent with the Federation’s mission;
3. funds for informational and educational activities will be accepted only when their content is determined or verified by the WFPHA or by an independent body of public health professionals designated by the WFPHA;
4. the WFPHA will maintain complete control over all the funds provided by commercial supporters for educational activities;
5. the WFPHA will not permit commercial product promotions as part of a continuing education activity;
6. the WFPHA does not provide any product or service endorsement;
7. acknowledgements for commercial support will be limited to company’s name, logos or slogans which are an established part of the supporter’s identity, trade names, addresses and telephone numbers;
8. WFPHA’s intangible intellectual assets, including the Federation’s name and logo, will be protected at all times. Sponsors will not be permitted to use WFPHA’s name or logo for any commercial purpose or in connection with the promotion of any product;
9. WFPHA will be vigilant at all times to avoid any real or apparent conflict of interest in accepting sponsorships;
10. Any situation that may represent an exception to this Policy or these Principles will be reviewed by the President and/or President Elect in consultation with the Chair of the Finance Committee and/or the Immediate Past President. Together, they shall interpret this Policy in good faith.

## APPENDIX B

### **Conditions determining the benefits and risks of accepting funding, donations or sponsorships**

*A. Are the specified proposed uses of funding, donations and sponsorships consistent with the WFPHA's mission and priorities?*

In order to assess this consistency, it's important to consider:

1. how the proposed uses of funding, donations and/or sponsorships relate to the WFPHA's mission and priorities;
2. if the proposed use of funding, donations and/or sponsorships is in line with the global health agenda;
3. the reasons why the EFE wants to fund, make a donation or sponsor the WFPHA;
4. whether the benefits coming from the funding, donation or sponsorship project are consistent with the resources required by the WFPHA to fulfill the intended purpose;
5. whether the practices of the EFE fit well with the public policies adopted by the WFPHA;
6. recognizing that socially responsible practices are a cornerstone of the WFPHA's policies and that good citizenship should embody socially responsible practices, the following are the issues that should be considered when assessing the risks and benefits of accepting funding, donations or sponsorships from external entities, especially corporations:
  - the types of products and services provided;
  - occupational health and safety conditions under which the products and services are produced and delivered;
  - employment practices, including commitment to diversity and a living wage;
  - commitment to the protection of the environment;
  - record of regulatory compliance;
  - marketing and advertising practices;
  - research and development of policies and practices;
  - human rights records;
  - funder's, donor's or sponsor's relevant public policies position;
  - record of support to public health organizations or public health-related issues and organizations,
  - other past activities to be weighted in relation to the WFPHA's public policies and reputation.

As appropriate, the WFPHA may use or may ask member associations to utilize on its behalf the services of a business ethics consultancy/corporate responsibility research house which helps organizations and individuals behave more ethically. The areas of corporate social responsibility analysis should include environmental performance, progressive staff policies, charitable giving and community responsibilities, sustainability management, military-related production, sensitive business activities, gender and family issues, and ethical sourcing and trading.

**B.** *Are the funder's, donor's or sponsor's expectations about control, oversight and outcome(s) of the sponsorship and/or project to which the funds are applied acceptable to the WFPHA?*

As stated in Appendix A, the WFPHA will accept funds only when it has complete control over the content of the related activity and it has and maintain complete control over the usage of all funds.

Main issues to consider:

1. whether the WFPHA has editorial control over the content of educational materials, their publication and dissemination;
2. whether the WFPHA will be able to review and approve public statements about the project, its findings and implications, and whether the WFPHA will be able to keep the funds under its control at all times;
3. whether the expectations about outcomes, responsibilities, methods of implementation and duration of funding projects are reasonable and agreeable (any special expectation by the sponsoring entity shall be explicit and documented);

**C.** *Are the funder's, donor's or sponsor's expectations regarding recognition or acknowledgment of their support acceptable to the WFPHA?*

As stated in Appendix A, 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. Whether the extent to which the name of the EFE is affiliated with the WFPHA's one and with the project defined by the WFPHA is acceptable to the EFE;
2. what kind of public recognition is expected by the EFE;
3. whether the recognition is consistent with the amount of funding, donation or sponsorship;
4. whether there is an appearance of product/service endorsement.

**D.** *Is the acceptance of the funding, donation or sponsorship likely to create any real or apparent conflict of interest? Would the risks of accepting the funding, donation or sponsorship outweigh the benefits of partnering with the EFE?*

Issues to consider:

1. Whether the acceptance of funds, donations or sponsorships from an EFE produces any personal, financial or professional gains for the WFPHA staff, members or volunteers, thus creating a situation of real or apparent conflict of interest;
2. the impact and benefits of the funding, donation or sponsorship on the public and public health;
3. whether the EFE's image supports or detracts from the WFPHA's one;
4. whether the benefits of the collaboration with the potential EFE outweigh its risks.



## **APPENDIX C**

### **WFPHA advertising rates and guidance**

The WFPHA accepts the publication of advertisements regarding Public Health Programs or Courses under the terms and conditions set out below (“Terms”). These Terms apply to all advertisements in the WFPHA newsletter and on its social media pages (Facebook, Twitter and LinkedIn).

#### **Content and delivery of advertisements**

1. Materials for an advertisement must be provided no later than 15 days prior to the publication of the newsletter or to the visibility on the social media, and the advertisement will be kept for a period of 1 month (unless a request for renewal is presented).
2. The WFPHA may reject, cancel or ask for amendments to any advertisement that it considers unsuitable or contrary to its goals, without any responsibility to the Advertiser. The WFPHA may refuse to publish the advertisements of any Advertiser who has not paid the suggested donation for the publication of materials in the newsletter and in the social media pages. The Advertiser will remain responsible for all outstanding charge.
3. The Advertiser guarantees to the WFPHA that:
  - any information supplied in connection with the advertisement is accurate, complete, true and not misleading;
  - it has obtained the consent of any living person whose name or image (in whole or in part) is contained in its advertisements;
  - the advertisements are legal, decent, honest and truthful; they are not contrary to the provisions of any applicable law, regulation or code of practice; they are not libelous or obscene and do not infringe the rights of any person (including intellectual property rights);
  - the advertisements will not be prejudicial to the image or reputation of the Federation;
  - all the advertisements submitted for online publication are free of viruses, and do not produce any negative consequence on the proper functioning of the WFPHA media.
4. All advertisements are accepted on the basis of a suggested donation to be made before the publication of the advertisement or at the latest the same day (*Tab. 1*):

*Tab. 1*

Size of the advertisement	Rules	Suggested donation (renewal allows 20% discount)
Up to 10 lines (Brief listing)	<ul style="list-style-type: none"><li>• 1 add on 1 newsletter issue</li><li>• 1 post per week over 1 month on the available social media</li></ul>	\$ 60.00
11 to 20 lines		\$100.00
More than 20 lines (max 1 page)		\$200.00
<b>Renewal allows 20% discount</b> WFPHA members advertising can be posted freely		

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