



Funding, Donations and Sponsorship Policy

Approved: May 16, 2010

I. INTRODUCTION

The World Federation of Public Health Associations (WFPHA) requires a diversified and adequate financial resource base to support its role as the unique, global civil society voice for public health and to act as a network for the global community of public health associations (PHA) and affiliated organizations. Annual membership fees, while an important indication of member commitment to the Federation, are an insufficient source of income. To fulfill its mission, WFPHA has to secure its 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. Preferential consideration will be given to funding from UN or other multilateral bodies, governments and their affiliated agencies or bodies, foundations, and not-for-profit organizations.

This “Funding, Donations and Sponsorship Policy” describes the criteria and a review and oversight process for evaluating potential relationships with potential external funding entities (EFE). This Policy is intended to protect WFPHA’s mission and integrity while supporting the Federation’s 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. Reassessments will take into consideration WFPHA’s experience of applying the policy.

The Policy applies to all funding, donations and sponsorships received by WFPHA, solicited or unsolicited. This Policy applies to the WFPHA and as well to all member associations or organizations which carry out WFPHA-sponsored events or activities, wherein WFPHA’s name, logo or any other identification is used, or wherein there is a contractual arrangement between WFPHA 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: 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.

Matching: A requirement by some EFE that the WFPHA 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 WFPHA publications, on its website, or in the World Congress of Public Health's Program.

III. PRINCIPLES AND GENERAL ASSUMPTIONS

Any and all external support to WFPHA activities, events and projects are governed by the Principles for Funding, Donations and Sponsorship, as set out in Appendix A.

Three general assumptions shape the acceptance of funding, donations and sponsorships:

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

IV. REVIEW CRITERIA

The purpose of the review of funding, donation and sponsorship opportunities is to determine the balance of the benefit to WFPHA, 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 in Appendix B. All opportunities will be assessed on a case-by-case basis.

Under no circumstances will the WFPHA 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). In the event that the EFE with which WFPHA is exploring a potential partnership is part of a conglomerate with ties to tobacco, alcohol, firearms or weapons of mass destruction, or to entities that have been sanctioned or deemed inappropriate by the World Health Organization or other UN bodies (unless such sanctions have been lifted), the EFE as well as the relationship between the EFE and the conglomerate would be reviewed.

WFPHA will not accept advertising, funding, donations or sponsorship from governments or their agents which have been deemed to have committed serious human rights violations or which have been shown to discriminate against a population. Nor will WFPHA knowingly accept advertising, funding, donations or sponsorship from any government or government body that contravenes Article 5.3 of the Framework Convention on Tobacco Control (FCTC).

No WFPHA Officer, Executive Board member or any WFPHA member designated by WFPHA to represent it will attend an event or activity which is sponsored by tobacco and alcohol companies, and manufacturers/merchants of firearms and weapons of mass destruction, or by governments which have been deemed to have committed serious human rights violations or which have been shown to discriminate against the human rights of a population.

V. REVIEW AND EVALUATION PROCESS

Assessment

A discreet initial assessment by staff or a WFPHA Executive Board-designated member representative will be conducted as a prospect is identified or is self-identified as in the case of unsolicited requests to partner with WFPHA. The assessment will be based on available current knowledge about the EFE, including its web site, a review of newspapers and contact with appropriate WFPHA leaders. WFPHA members contacted will be held to a level of confidentiality as it relates to discussing WFPHA's pursuit of potential sponsors until the information is made public.

WFPHA staff and designated volunteers, in consultation with the Secretary-General, the Chair of the Finance Committee and/or the President or President-Elect, with ultimate responsibility falling upon the Secretary-General (or in his/her absence, the President) or her/his designate, are responsible for:

- Carrying out the initial assessment for all funding, donation or sponsorship proposals;
- making a recommendation to the Executive Board for funding, donations or sponsorships of up to US\$5,000;
- making a recommendation to the Finance Committee for funding, donations or sponsorships of and greater than US\$5,000;
- researching the background and affiliations of prospects for external support within reasonable parameters;
- determining if major WFPHA policies are relevant to an external funder, donor or sponsor;
- performing cost/deliverables/funding analysis;
- completing documentation of the considerations and recommendations/decisions; and,
- annually compiling and providing to the Executive Board and for public disclosure a list of all funders, donors and sponsors to WFPHA.

Level of Decision-Making Authority

All funding, donation and sponsorship opportunities must be approved by the WFPHA's Executive Board, based upon the recommendations made by staff or volunteers (for up to US\$5,000) or the Finance Committee for anything for or greater than US\$5,000.

Turnaround Time

There must be sufficient time for staff or volunteers to prepare materials for the review and evaluation process and for this process to be carried out. At the same time, the review process should be completed efficiently and promptly. It is recommended that the review and evaluation process be completed within a 6-week time frame.

Documentation

All reviews of funding, donation and sponsorship opportunities must be documented. Documentation of difficult decisions, particularly those in which consensus was not reached, should be detailed.

Criteria and Mechanism for Expedited Reviews

The review and evaluation process for funding, donations and sponsorships below US\$25,000, from previously approved entities in support of approved or established projects, and in which there are no extraordinary obligations or stipulations, can be expedited through a quick review and decision-making by the Finance Committee.

Multi-year Funding, Donations and Sponsorships

Multi-year support is to be evaluated by the Finance Committee on an annual basis to ensure that the criteria continue to be met, in particular, that the risk/benefit analysis warrants the continuation of the relationship. The process is to be documented. Changes in the Finance

Committee's evaluation of the funding, donation or sponsorship will be forwarded to the Executive Board for consideration.

Third Parties

Sponsorships received by a third party for a WFPHA activity or an activity that is associated with or publicized as a WFPHA function must conform with WFPHA's Funding, Donations and Sponsorship Policy. WFPHA staff or its designated representatives must be informed of the original source of the funding, donation or sponsorship, as well as its intended use. A full review must be conducted by the Finance Committee for funding, donation or sponsorship proposals over US\$5,000. Third parties are obliged to report all funding, donation and sponsorship to the WFPHA, and WFPHA holds the right to cancel any contracts or relationships it deems to be inappropriate.

Recognition

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.

- WFPHA's name and/or logo should appear first and be of equal or larger size than that of the EFE.
- WFPHA's name and/or logo should be equally as visible as the EFE's name and/or logo.
- In the case of multiple external entities, they should be listed alphabetically or by level of support. It is suggested that variations on the below wording be used as an introductory statement to a list of sponsors:

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

Product Endorsements

WFPHA will not provide or sanction product endorsements.

APPENDIX A

Principles for Funding, Donations and Sponsorship

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

Principles for Funding, Donations and Sponsorships

1. WFPHA will at all times maintain an independent position on public health issues and concerns.
2. WFPHA will solicit and accept support only for projects and activities that are consistent with the Federation’s mission.
3. WFPHA will accept funds for informational and educational activities only when the content is to be determined or verified by WFPHA or an independent body of public health professionals designated by WFPHA.
4. WFPHA will maintain complete control of all funds provided from commercial supporters for educational activities.
5. WFPHA will not permit commercial product promotions as part of a continuing education activity.
6. It is the policy of WFPHA not to provide product or service endorsements.
7. 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.
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 be an exception to this Policy or these Principles will be reviewed by the Secretary-General, or in his/her absence the President and/or President-Elect in consultation with the Chair of the Finance Committee and the Executive Board. Together, they shall interpret this policy in good faith.

APPENDIX B

Conditions determining the benefits and risks of accepting funding, a donation or a sponsorship

A. Are the specified proposed uses of the funding, donation or sponsorship congruent with WFPHA'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 WFPHA's mission and priorities?
2. Why does the EFE want to fund, make a donation to or sponsor WFPHA?
3. How will the benefits to be derived from the intended purpose of the funding, donation or sponsorship compare with the WFPHA's resources required to fulfill the intended purpose?
4. Do the practices of the EFE fit with the adopted public policies of WFPHA? Recognizing that socially responsible practices are a cornerstone of WFPHA'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:
 - The types of core products or services produced or provided;
 - Occupational health and safety conditions under which products or services are produced;
 - Employment practices, including commitment to diversity and a living wage;
 - Commitment to protection of the environment;
 - Record of regulatory compliance;
 - Marketing and advertising practices;
 - Research and development policy and practices;
 - Human rights record;
 - Funder's, donor's or sponsor's relevant public policy positions;
 - Record of support to public health organizations or public health-related issues and organizations;
 - Other past activities will be weighed in relation to WFPHA's public policies and public reputation.

As appropriate, WFPHA may use or may ask member associations, such as CPHA or APHA, to utilize on its behalf the services of a business ethics consultancy/corporate responsibility research house which help 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 pertaining to control, oversight, and outcome(s) of the sponsorship and/or project to which the funds are applied acceptable to WFPHA?

As stated in the Principles for Funding, Donations and Sponsorship, WFPHA will accept funds only when WFPHA has control of the content of the activity and when WFPHA has and maintains complete control of all funds. Issues to consider:

1. Does WFPHA have editorial control over the content of educational materials and publications and input into their dissemination?
2. Will WFPHA be able to review and approve public statements about the project, its findings and/or implications? Will WFPHA be in control of the funds at all times?
3. 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 WFPHA?

As stated in the Principles for Funding, Donations and Sponsorship, 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 WFPHA and the proposed project defined by WFPHA 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, WFPHA 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 weighing just the opportunity of not accepting the actual financial or in-kind contribution. Issues to consider:

1. Are there any personal, financial, or professional gains for WFPHA 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 WFPHA?
4. Do the impact and/or benefit outweigh the risks of collaborating with the potential funder, donor or sponsor?