



## **New Mexico Prevention Network "Prevention Research Expert"**

### **ETHICS & FUNDING POSITION PAPER**

#### **INTRODUCTION**

**A**TODA Prevention organizations have grown and multiplied over the last decade. From large social service agencies like DFA, TSB, TUPAC, NMPN, OSAP, CYFD that receive public funding to smaller grassroots organizations that address a wide range of health, social and advocacy needs in our diverse communities. In spite of the progress made to date, these organizations, often marginalized and under-funded, have frequently faced significant challenges in financing their programs. Increasingly, we are struggling with the dilemma of developing funding policies that are congruent with our missions, particularly in relation to DIRECT corporate donations from industries whose products impact individual and community health. As our alcohol use, underage drinking and substance abuse challenges are great in all our communities, the alcohol, tobacco and pharmaceutical industries have increased marketing strategies. Agency leaders, community members, and substance abuse prevention advocates all have a stake in identifying reasonable guidelines for sponsorship of special events as well as contributions to nonprofit organizations. This document is intended to serve as a resource for discussion and development of such written guidelines.

#### **WHY DEVELOP WRITTEN POLICY GUIDELINES?**

**A**n informal survey of NMPN organizations found that few agencies stated that they had policies regarding acceptance

of donations from alcohol, tobacco or pharmaceutical industries, and fewer more of these organizations had these policies in writing. Many of these organizations expressed interest in adopting written policies, but did not have the time or resources to collect samples as a “first step.” Formal organizations, like nonprofit agencies and many grassroots organizations, rely on written policies to guide choices that benefit the organization and advance its mission. Given the increased target marketing by tobacco, alcohol and pharmaceutical industries, it is important to develop an overall policy to guide agency practice.

The issue of accepting funding from industries that have a health impact on the community or that have a negative history with our organizations remains controversial. Although the capacity to obtain “mainstream” support and funding represents a success of the NMPN membership organizations, a number of advocates express concern about the implications of increased target marketing, particularly in relation to health issues.

It is useful to address potential controversies in a larger policy context, determining what is best for the organization and long term interests of the community, rather than debating the merits of specific potential donations on a case-by-case basis.

**The written statements and policies of a community-based organization describe the destination that the organization envisions for its community, chart the course for getting there, and outline the means for creating change among individuals and/or the larger environment along the way.**

NM ATODA Prevention organizations committed to advancing the health of our communities should consider adopting policies related to corporate funding and promotions. These agency-wide policies can serve to 1) affirm the high value the organization places on the lives and health of our population; 2) ensure that the organization is independent from outside influences in the pursuit of their mission, and 3) avoid potential or perceived conflict of interest.

### **Reasons for adopting a written funding policy for your organization**

- **To make a clear statement about the philosophy of your organization.**

- **To evaluate potential donations and sponsorship in the context of a larger organizational fundraising plan.**
- **To ensure your funding strategy supports your larger mission.**
- **To facilitate an open, productive discussion about the issue of accepting funds from corporations that profit from products that contribute to health problems, (e.g. tobacco, alcohol, and sometimes pharmaceuticals).**
- **To create an incentive to identify a wide range of potential corporate and individual donors.**
- **To encourage compatible donor corporations to adopt NMPN-ATODA Prevention friendly policies.**
- **To provide clear guidelines for program implementation and/or practices of staff or volunteers.**
- **To document and institutionalize your decisions, which avoids wasted time and confusion re-visiting these issues with each new board/staff/volunteer or with the passage of time.**
- **To have transparency in all areas of your organization.**

## **WHY FOCUS ON TOBACCO & ALCOHOL INDUSTRY FUNDING?**

**C**orporate donations from tobacco and alcohol industries deserve consideration distinct from other potential corporate donors for several reasons. First, these companies benefit from products that are associated with health problems in our communities. Second, research suggests that tobacco use, alcohol-related problems, and other drug use in our NM communities may be higher than that of the population as a whole. Finally, it appears that our youth have increasingly been

targeted for specialized marketing by the alcohol and tobacco industries.

## ALTRUISM OR ADVERTISING? PHILANTHROPY AS A SIDE-ROAD TO THE LAND OF PROFIT

### Tobacco and Alcohol Advertising and Promotion

Alcohol and tobacco are among the most highly promoted products in the United States with advertising and promotion costs of approximately \$5 billion for the tobacco industry (1996 figure increased 4.3% from 1995) (FTC, 1998) and \$2 billion for the alcohol industry (APHA, 1993). At the same time, analysis of different factors related to morbidity and mortality in the United States indicate that two of the primary contributors are tobacco (approximately 400,000 deaths annually) and alcohol (100,000 deaths) (McGinnis & Foege, 1993). The tobacco industry has developed a wide range of products and marketing campaigns to target youth, communities of color, and women to replace the 1,200 smokers who die and the 3,500 smokers that quit each day (CDC, 1993). The alcohol industry, using similar tactics, has also increased marketing to women, communities of color, Hispanics, youth, and LGBT communities. The new wave of marketing extends beyond traditional use of television, print, billboard and point-of-sale advertising. There has been a recent trend toward more cost effective methods of reaching consumers including corporate sponsorship of cultural events, entertainment, and promotion of specific product names on clothing or promotions for contests (Moore, Williams, & Qualls, 1996). These kinds of strategies are less expensive than use of the media and particularly easy to adapt to specific target markets (Moore et al., 1996). They also appear to be effective. The editor of an alcohol industry publication acknowledges that distribution of alcohol logo merchandise (such as beer mugs and special bottle caps) may be associated with underage drinking just as tobacco promotional items are linked to youth smoking (*Kanes Beverage Week*, 1998).

Sponsorship of cultural events and donations to nonprofit organizations that have substantial visibility and credibility in their communities represent two of the fastest growing "non-traditional" tobacco and alcohol industry marketing strategies. A number of prevention advocates question whether these promotions are philanthropy or profit motivated. For example, Miller Beer is the official sponsor of the International Gay Rodeo Association and of many gay

pride celebrations, and in return, receives high-visibility through print event ads, banners at event stages, and other forms of public acknowledgment (Rahn, 1994). In many cases, the level of funding in communities was linked to the level of consumption (Maxwell & Jacobson, 1989).

The public positions adopted by alcohol and tobacco industries often contradict their political and business practices. DiFranza & Godshall (1996) examined public statements by tobacco manufacturers supporting the prohibition of sales to minors and compared them to US tobacco industry comments to the US Department of Health and Human Services regarding proposed federal regulations and pro-tobacco state legislation related to tobacco sales to minors. Evidence from this examination suggests that, while publicly supporting a socially responsible position, the tobacco industry has undermined both national and state efforts to strengthen and enforce laws prohibiting sales to minors. Both the alcohol and tobacco industries respond to critiques of their practices in two ways: through public relations efforts to portray the industries as opposed to use of products by youth and sales to minors and through attempts to shift the responsibility from the merchants to the youth (Mosher, 1995). The mixed messages from alcohol and tobacco industries are presumed by health advocates to be related to financial incentives for marketing to minors that are often publicly denied by the alcohol and tobacco industries. Some statistics point to such incentives. People who begin drinking before the age of 15 appear to be four times as likely to develop alcohol dependence than those that begin drinking at age 21 (Grant & Dawson, 1998). Eighty to 90 percent of smokers begin before the age of 20 (APHA, 1993).

## **FUNDING CONSIDERATIONS FOR ATODA PREVENTION ORGANIZATIONS**

**T**he policies and practices of nonprofit and grassroots organizations are important components of the larger environment surrounding the health and well being of our communities. The degree to which community-based organizations are used as vehicles for promotion of products that have a direct health impact is a particularly important part of our collective environment. Target marketing to our communities by alcohol, tobacco and pharmaceutical industries

represent a growing challenge to community based organizations, particularly given a context where these organizations are frequently under-funded and disregarded by other potential funding sources.

## OVERCOMING BARRIERS TO DEVELOPING AN ORGANIZATIONAL POLICY

There are a number of common barriers faced by organizations that elect to develop written corporate donations and sponsorship policies. A few tips related to addressing these barriers are outlined below.

### Remember, there's life after adopting a funding policy

The first moment of panic in these discussions about potential written policies usually center on the issue of survival without tobacco, alcohol or pharmaceutical funding (even if such funding has not been received by the organization). That is why it is particularly important to consider the overall funding plan for your organization. A thoughtful development plan for successful organizational funding may well exclude some funding sources without harm to the organization. A number of cities and community-based organizations have developed policies related to refusing, limiting, or developing independence from tobacco or alcohol sponsorship. For example, the city of Santa Ana, California sponsored a successful alcohol-free Cinco de Mayo (Cal Council, 1993), the city of Irvine, California passed resolutions to prohibit accepting alcohol or tobacco sponsorship or promotion at youth-oriented or sports events at city facilities (*Injury Prevention*, 1991), and the Gathering of Nations, the largest celebration of Native American culture in North America, switched from Coors sponsorship to Borden Inc., who sells dairy products (Marin Institute, 1992).

### Openly address the underlying purpose of charitable donations from alcohol & tobacco industries.

Since corporate donors seek credibility, visibility or access to potential customers through your organization, internal acknowledgement of the marketing function of such donations can help lay the groundwork for developing written policies. Although alcohol and tobacco industries will likely minimize their marketing intentions, expectations related to promoting their company or products should be anticipated and proactively addressed. The purpose of promotions is to deliver the audience to the advertisers (Kilbourne, 1991). If your organization is reluctant to eliminate all tobacco and alcohol funding, be prepared to discuss how corporate influence within your agency can be limited. (See attached sample policies for ideas.)

## Recognize the overt and subtle ways that donations could impact your organization.

Even with the best of intentions, it appears that alcohol and tobacco funding often has an influence on agency policy and practice. A national survey of nonprofit organizations found that agencies accepting alcohol funding were less likely to endorse alcohol policy measures, and that three of the organizations demonstrating strong advocacy for alcohol policy initiatives took these positions only after electing to refuse alcohol industry funding (Mosher & Frank, 1994). Another study found that magazines that carry tobacco ads are 38 percent less likely to address smoking risks than those without tobacco ads, and that coverage of cigarette risks tends to decrease as tobacco revenue increases (Warner, Goldenhar, & McLaughlin, 1992).

Program directors at one major LGBT center that receives substantial alcohol industry funding were informally cautioned by the development Director to avoid negative statements or portrayals related to alcohol for fear of offending an important source of financial support. Developing a clear statement of philosophy and practice related to funding and conflict of interest is an important tool for avoiding unintended influence.

## STEPS TO DEVELOPING A WRITTEN POLICY

1. Plan a discussion with your organization's Board of Directors, Steering Committee or other policy-making body (depending on your structure) about the issue of corporate donations. Ground this discussion in the context of your overall funding plan and organizational mission.
2. Discuss the concerns about funding, issues about community health, and potential conflict of interest, real or perceived, with your mission.
3. Outline the disadvantages of accepting tobacco, alcohol and/or pharmaceutical funding. Have examples of alternative funding resources.
4. Review policy options from other organizations. (A number of samples are provided in this document).

5. Select elements of a written policy statement that match the purpose of your organization and your long-term vision for your community.

6. If your organization is reluctant to eliminate all tobacco, alcohol or pharmaceutical corporate funding, be prepared to discuss how corporate influence within your agency can be limited (e.g. policies ensuring that educational program content is independent of the marketing interests of a pharmaceutical company donor, or limits on promotions allowable by alcohol industry funders of a special event).

### **A SUGGESTED STARTING PLACE**

Given the alarming rates of tobacco and alcohol use in our communities and the harmful impact of tobacco and alcohol on our young people, we highly recommend prohibiting acceptance of funding from these industries. Community centers and social organizations that have traditionally depended on tobacco and alcohol industry sponsorship should:

- 1) work to diversify funding and expand their corporate donation base.
- 2) eliminate alcohol & tobacco industry donations.
- 3) limit or eliminate alcohol industry promotions (e.g. limit the size and placement of ads on printed materials as well as the placement of banners or other promotional materials at events, require responsible beverage service at events, etc.).

The rest of this document provides detailed sample policies that may be used as prototypes or as resources for organizations developing their own policies about corporate sponsorship from tobacco & alcohol industries.

### **SAMPLE LANGUAGE**

#### **SFUDPA (Santa Fe Underage Drinking Prevention Alliance)**

"SFUDPA shall neither solicit nor accept sponsorship from the Alcohol and cigarette tobacco industry and/or Alcohol, cigarette tobacco products. Additionally, SFUDPA shall not accept funds from events sponsored by Alcohol and cigarette tobacco companies."

#### **Gay Lesbian Medical Association**

“There shall be no distributing or displaying of fliers, posters, signs, banners, dispensers, programs, activities or apparel bearing the name or logo of an alcohol or tobacco product manufacturer at any GLMA sponsored event or in any GLMA communication medium.”

## Community Centers

“Only 30 percent of the event’s sponsorship funding can come from the alcohol industry. Alcohol advertising shall be limited to alcohol sales booths themselves.

In relation to off-site events:

- All servers of alcohol have to be trained in responsible beverage service.
- Everyone under 30 years of age will have ID checked.
- For large events such as dances, festival and fundraisers, persons 21 and older must wear non-transferable wristbands.
- Support for designated drivers will be offered. Special wrist bands for designated drivers will be distributed and free non-alcoholic beverages will be available for designated drivers.
- Sales of alcohol will be stopped 1 hour before the event closes.
- No one will be permitted to bring alcohol into an event.
- All volunteers working at events should refrain from using alcohol.
- All rules and information to support responsible beverage service should be posted.”

## TOBACCO & ALCOHOL COMPANY FUNDING AND SPONSORSHIP: A MODEL POLICY

### Corporate Support Conflict of Interest Policy

NMPN as an organization committed to advancing the health of our diverse New Mexico communities, *Our Organization* has adopted policies related to corporate funding and promotions. These organizational policies are intended to:

- 1) Affirm the high value *Our Organization* places on the lives and health of...
- 2) Ensure that *Our Organization* is independent from outside influences in the pursuit of our mission
- 3) Avoid potential or perceived conflict of interest

4) Ensure that *Our Organization* will accept no support, financial or in kind contribution, from corporations with known anti-...activities.

### Tobacco and Alcohol Company Funding

*Our Organization* will not accept direct funding from alcohol or tobacco manufacturers or distributors, or from any of their subsidiaries or parent companies (check Philip Morris, Kraft, Nabisco and Miller web-sites for product lists).

### Tobacco and Alcohol Company Event Sponsorship

*Our Organization* will not sponsor, co-sponsor, or be a beneficiary of any event that accepts primary or secondary sponsorship from alcohol or tobacco manufacturers or distributors.

There shall be no distribution or sale of tobacco products or tobacco company subsidiary products (check Philip Morris, Kraft, Nabisco and Miller web-sites for product lists) at *Our Organization* events. There shall be no distributing or displaying of fliers, posters, signs, banners, dispensers, programs, activities or apparel bearing the name or logo of a tobacco or alcohol product manufacturer at any event sponsored by *Our Organization* or in any communication medium used by *Our Organization*.

### SPECIAL EVENTS: A MODEL POLICY

*Our Organization* was founded on the philosophy of enhancing the safety, health and well being of the...members of our community. *Our Organization*, as an entity, desires to provide a safe space where community members are able to receive social services and gather together in a supportive environment.

To this end, we have adopted the following policies regarding the public events sponsored by *Our Organization*:

#### Tobacco Products

- Smoking is not permitted on the event site or near any of its entrance ways.
- There shall be no distribution or sale of tobacco products or Tobacco Company subsidiary products (check Philip Morris, Kraft, Nabisco and Miller Web sites for product lists) at events sponsored by *Our Organization*.
- There shall be no distributing or displaying of fliers, posters, signs, banners, dispensers, programs, activities or apparel bearing the name or logo of a tobacco company.

- Whenever practical and appropriate, materials communicating the health effects of tobacco and resources for cessation programs will be made available at the event.

- Violators of any of the above policies will be asked to leave, or escorted off the event site. If the violator is an employee or volunteer of *Our Organization*, the management and the board will be notified and necessary disciplinary actions will be implemented.

### Alcohol and Other Drugs

- No one will be permitted to bring alcohol into an event.

- No illegal drugs are permitted at the site of any event sponsored by *Our Organization*.

- There shall be no distributing or displaying of fliers, posters, signs, banners, dispensers, programs, activities or apparel bearing the name or logo of an alcohol company.

- Alcohol and other drugs are not allowed on the premises of *Our Organization*. The only exception will be alcoholic beverages that are being stored to be used as part of a special function after hours. All alcohol stored on the premises must be kept locked in a secure cabinet when not being served at the intended function.

- Whenever practical and appropriate, materials communicating the health effects of alcohol and other drugs and related resource materials will be made available at the event.

- Violators of any of the above policies will be asked to leave, or escorted off the event site. If the violator is an employee or volunteer of *Our Organization*, the management and the board will be notified and necessary disciplinary actions will be implemented.

### Events where alcohol is served

- Alcohol sales at events sponsored by *Our Organization* shall be limited to beer and wine. No other alcohol products shall be sold at events.

- All vendors of alcoholic beverages shall have the proper license permitting them to sell alcoholic beverages at public events. The sale of alcohol shall comply with all appropriate City, County and State

restrictions/provisions of the law that pertains to the sale and dispensing of beer, wine and other alcoholic beverages.

- Any vendor found to be selling alcoholic beverages without the proper liquor license or failing to comply with restriction/provisions regarding the sale and distribution of alcoholic beverages shall be remanded to the proper authorities.

- The serving of alcohol will be done by a person(s) age 21 or older, who is (are) trained in Responsible Beverage Service (RBS):

1. All servers shall be trained to identify and handle intoxicated guests.

2. All servers must be trained to identify counterfeit IDs.

3. A limit of two alcoholic drinks may be served to any one person at any one time.

4. Alcoholic beverages will be served in clear glasses and glasses that are distinctly different from those used for the nonalcoholic beverages in order to provide monitoring control.

5. All servers of alcoholic beverages are to be trained to pour 12 oz. servings of beer and 5 oz. servings of wine.

- Servers and volunteers working at events/fundraiser will not drink alcoholic beverages.

- No minor is to be served alcoholic beverages.

- All IDs will be checked.

- For large events such as dances, festivals and fundraisers, persons 21 and older must wear nontransferable wristbands.

- Designated Drivers will be supported by providing:

1. Special wrist bands for designated drivers.

2. Free nonalcoholic beverages for designated drivers.

- No one under 21 years of age will be allowed at a booth that serves or sells alcohol.

- The serving of alcohol will be stopped one hour before the event closes.

### **Festivals, Beach Parties, Picnics, and Barbecues**

- When alcoholic beverages are to be sold, no one shall bring alcoholic beverages into the event; all backpacks, purses, bags, containers, and ice chests, etc., will be searched.

- When there is an event with 75 or more persons in attendance and where alcohol is to be served, security personnel must be provided.

- When an event area is not enclosed by a fence or barrier, a "Beer Garden" or a fenced area will be provided for the consumption of alcoholic beverages. No one shall be allowed to leave the enclosed area with an alcoholic beverage.

### **The following must be clearly posted at all entrances to the event and in event brochures:**

#### **Tobacco:**

- No Smoking Where Alcohol Is Allowed.
- This Event Promotes Responsible Beverage Service.
- No Alcoholic Beverages are to be Brought into Event.
- Drinking Age Clearly Posted.
- Limit of 2 Drinks Per Person at a Time.
- We Reserve the Right to Refuse Anyone Who Appears Intoxicated.
- Be a Designated Driver (ask an event volunteer)
- We Can Provide a Safe Ride Home.

### **A PRIME EXAMPLE: PROJECT INFORM DONATION GUIDELINES**

Project Inform, established in 1985 as a national, non profit, community-based HIV/AIDS treatment information and advocacy organization, serves HIV-infected individuals, their caregivers and their healthcare and service providers through its national, toll-free treatment hotline, the PI Perspective and other information

publications, educational Town Meetings, on-line services and research and drug access advocacy programs.

Project Inform acknowledges that there is a wide range of opinion regarding policies governing donations, especially those donations coming from corporations perceived to benefit from the AIDS epidemic. Regardless of an organization's position on this issue, it is important to be forthcoming and direct about donor relations and policies. Project Inform encourages and supports full disclosure of these policies and relations from all HIV/AIDS organizations. As a non-profit organization, Project Inform is able to fulfill its mission and provide services, free of charge, as a result of its fundraising and outreach efforts.

As a community-based organization, the majority of Project Inform's support comes directly from over 20,000 of its constituents. Project Inform currently receives no government funding, and in 1996 devoted 83% of its budget directly to its programs. As a part of its overall funding program, Project Inform believes it is ethically sound to encourage corporations (including those profiting directly from AIDS) to devote some of their profits and charitable contributions to support activities that will, directly or indirectly, benefit people with HIV and AIDS. At the same time, it is central to Project Inform's mission that it remain a totally independent, impassioned and reliable source of HIV/AIDS treatment information, an effective and respected advocate for treatment and for treatment access and an effective, fiscally sound, well run non-profit organization. Project Inform exists to serve all those infected and affected by HIV disease. While the following policies will serve as an overall guide to whether or not a particular donation fits Project Inform's criteria, it reserves the right to refuse any donation if it is determined that negative perceptions could cause harm to the organization's reputation, thus adversely affecting its ability to carry out its mission. To assure its independence and maximize its effectiveness, Project Inform's Board of Directors has determined that the following principles shall govern acceptance of donations from all donors, including corporate and foundation donors and the organization's subsequent relationship to these donors:

- All donations to Project Inform are used in the fight against AIDS. Project Inform guarantees that any donation results in the maximum possible benefit to its constituents and the community with the minimum possible administrative costs.

- Project Inform maintains, at all times, an independent position on issues affecting the welfare of people with HIV and AIDS. The potential

effect of such positions on the commercial interests of a donor or prospective donor shall not be a factor in Project Inform's decision making process.

- Unless prior notice is given to the donor, and agreed to, any restricted donation shall be used for its agreed upon purposes.
- Project Inform shall solicit or accept support only for projects and activities that have been previously reviewed and approved by its Board of Directors, or which are clearly consistent with the goals and objectives of the organization and are within its established mission statement.
- Project Inform generally does not accept restricted donations from pharmaceutical companies except when:
  - a project meets a special, time-sensitive need of Project Inform or its constituents; and
  - Project Inform retains complete control over all aspects of the project; and
  - disclosure is made of our reason for making the exception.
- All restricted donations will be subject to a written agreement.
- Project Inform reserves the right to announce publicly all donations from commercial sources, although it shall respect the rights of individual donors who seek privacy. To help ensure the accuracy of public information, Project Inform shall, when appropriate, offer a donor the opportunity to review drafts of any Project Inform press releases, which relate specifically to the donation. In turn, Project Inform will also ask for the opportunity to review drafts of similar materials or promotional pieces produced by the donors.
- When specified in written agreements, the results of programs or projects funded by grants shall be reported to the donor.
- To discourage the process or impression of donor influence or related perceptions of conflict of interest, negotiations regarding possible donations should not be conducted by Project Inform program staff, but referred as soon as practical to administrative or development staff.

- As a matter of policy, the organization does not disclose its constituent mailing list for external use, nor is the list rented, lent or shared, except for very limited one-time use in collaboration with other non-profits to benefit constituents.
- Project Inform shall disclose all donations of \$50 or more on a yearly basis in the form of an annual report which is mailed to all constituents and is also available on request at the organization's office.
- Members of the Project Inform Board of Directors will disclose to the organization any significant holdings in or direct relationship with companies involved in HIV/AIDS treatments. That information will be available on request at the Project Inform office.

### Guidelines for Project Inform sponsored educational events:

Project Inform educational events, most often in the form of Town Meetings in cities across the United States, bring an awareness of treatment and treatment access options to HIV-infected individuals, their caregivers and their healthcare and service providers.

Given the important role these events can play in developing treatment strategy, it is essential that Project Inform staff and volunteers guarantee that:

- The content of presentations is based on scientifically accurate, up-to-date information, presented in a balanced, objective manner and not modified or influenced by corporate or other donors.
- That there be full disclosure of any direct corporate support of the meeting on any related flyer or advertisement, and by announcement at the event.
- That there be disclosure of guest presenter's financial relationship to any company that produces any drugs or therapies discussed at the meeting by the presenter.

### Guidelines for co-sponsorship of, participation in, or presentation at conferences, meetings, or other educational activities initiated by others:

As HIV/AIDS treatment and public policy advocates and information resources, Project Inform and its staff are often asked to co-sponsor, participate in, or present at conferences, meetings or other educational activities initiated by others. Project Inform should strive

to guarantee that the concerns of HIV positive people be well represented. For these activities:

- Project Inform will accept reimbursement for reasonable travel, lodging and meal expenses.
- All Project Inform speaker honoraria will be directed to Project Inform.

### **Guidelines for participation in hearings:**

In its role as a treatment advocate, Project Inform staff and volunteers are often called upon to provide testimony at public hearings. In these situations:

- No direct donation from a corporation with a vested interest in the process of the hearings will be used to ensure attendance at the hearing by Project Inform staff or volunteers.
- In the event that the subject discussed in the hearing is one where there is a financial connection between Project Inform and a corporation, full disclosure of that fact will be made by Project Inform staff or volunteers.

### **Guidelines for attendance at conferences, meetings, etc.**

Attendance at conferences and meetings is often essential for Project Inform staff and volunteers to perform their duties for its constituents. In some cases, attendance at these events are made possible through corporate donations. In the case of attendance at such events:

- Attendance at the event should generally be pre-planned or part of an existing work plan.
- The primary function of attendance at a meeting or event should be to benefit Project Inform's constituents in the form of information, advocacy, etc.

### **Guidelines for acceptance of gifts to individual staff or volunteers from donors:**

- Any gifts accepted by Project Inform staff or volunteers should not be of substantial value.
- Cash gifts should not be accepted.

- In certain instances, government committees or sponsors of events are not able to write checks of honoraria, per diem, etc. to Project Inform and must write a check to an individual. In these instances the staff representative will sign checks over to the organization.
- No gifts should be accepted if there are real or perceived conflicts of interest. Project Inform shall review its funding program on a regular basis. The Board of Directors encourages participation in this process through constructive comment and discussion by Project Inform staff, volunteers, constituents and other organizations and agencies.

These policies were reviewed and approved by the Project Inform Board of Directors at its regular meeting held on September 15, 1997 in San Francisco, CA.

## **POLICY EXAMPLES FROM OTHER CALIFORNIA ORGANIZATIONS**

A number of City, County, State and nonprofit organizations have adopted policies related to corporate sponsorship that could easily be adapted or adopted for use by LGBT and HIV/AIDS organizations.

### **California Department of Health Services, Tobacco Control Section**

The Tobacco Control Section of the California Department of Health Services requires grantees to assert the following in a signed Certification of Non-Acceptance of Tobacco Funds. Grantees such as the Gay and Lesbian Center of Orange County have signed this certification:

"The applicant named above hereby certifies that it will not accept funding from nor have an affiliation or contractual relationship with a tobacco company, any of its subsidiaries or parent company during the term of the grant from the California Department of Health Services, Tobacco Control Section." Universities and Colleges must certify the following: "The Principal Investigator of the university or college named above hereby certifies that he/she has not received funding from nor had an affiliation or contractual relationship with a tobacco company, any of its subsidiaries or parent company within the last five (5) years prior to the start date of the grant period. In addition, the Principal Investigator of the university or college named above hereby certifies that he/she will not accept funding from nor have an affiliation or contractual relationship with a tobacco company, any of its subsidiaries or parent company during the

term of the grant from the California Department of Health Services, Tobacco Control Section.”

### City of Berkeley, California

The City of Berkeley passed a resolution related to tobacco and alcohol sponsorship based on a recommendation by the Civic Arts Commission of the City of Berkeley. The resolution states: “The City of Berkeley shall not sponsor or co-sponsor any event that accepts as primary or secondary sponsors manufacturers, distributors or retailers whose principal business is alcohol beverages or tobacco products. There shall be no distributing or displaying of fliers, posters, signs, banners, dispensers, programs, activities or apparel bearing the name or logo of an alcohol or tobacco product manufacturer.”

### Asian Pacific Islander Tobacco Education Network

The APITEN policy for receiving corporate donations begins with a statement of the organizational vision (a statewide partnership for the wellness of the Asian Pacific Islander communities) and mission (to organize individuals and agencies for tobacco-free Asian and Pacific Islander communities) and states: “The Asian & Pacific Islander Tobacco Education Network (APITEN) believes that it is the responsibility of everyone to promote wellness in the Asian and Pacific Islander communities. While we encourage contributions from the corporate sector, APITEN limits receipt of corporate gifts in the following areas: 1) Because of our mission of promoting wellness and tobacco-free communities, APITEN does not accept contributions from tobacco or alcohol companies. 2) It is APITEN policy not to accept contributions from companies who require:

- High visibility acknowledgement or display of their logo
- Conditions to their contribution which contradict the mission and vision of APITEN. ”

### County of Riverside, California

The County of Riverside, California has a policy that states: “no sponsorship of any County event will be accepted from a tobacco company, or shall any County event allow tobacco advertising, the sale or give-away of items identified with a tobacco brand, and/or samples of cigarettes or smokeless tobacco.”

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