

International Epidemiological Association

Guidelines for Gifts and Donations

February 2013

(Adapted from APHA guidelines)

I. INTRODUCTION

The International Epidemiological Association (IEA) must have the financial resources to continue to provide high-quality services and to expand its reach into important new initiatives. To fulfill its mission, IEA must consider securing resources from external sources rather than relying on increasing prohibitively high member dues, conference registration fees, and publication costs.

To guide IEA in securing outside support, the Association has developed “Principles of Commercial Support” (Appendix I). The Principles are intended to guide IEA’s collaboration with the private sector.

To strengthen implementation of the Principles, “Guidelines for Gifts and Donations to IEA” has been developed. The Guidelines describe specific criteria and a review and oversight process for evaluating potential donors and gifts. The Guidelines, in conjunction with the Principles, are intended to protect the mission and integrity of IEA while supporting the Association’s fundraising efforts.

The Guidelines were drafted with the following considerations in mind:

- IEA’s approaches to donors should be considered as opportunities to build friends and supporters 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 gifts and donations.
- The Guidelines will be reassessed after three years and thereafter as necessary. Reassessments will take into consideration IEA’s experience of applying the Guidelines. It is expected that methods for a more effective review and/or gaps in the criteria or the review process will be identified. As a result, modifications will be made to the Guidelines as appropriate.

The Guidelines apply to all donations received by IEA, solicited or unsolicited, including gifts and contributions received in support of Sections and Special Primary Interest Groups.

Government contracts and grants from independent Foundations are not classified as gifts or donations and need not be evaluated by the Executive. However, such contracts or grants in

amounts greater than \$100,000 per year, have the potential to shape the public health agenda of IEA, and should be reviewed by the Executive.

II. GENERAL ASSUMPTIONS

Three general assumptions will shape the acceptance of all donations. They are:

- IEA will solicit and accept support only for projects and activities that are consistent with the Association's mission.
- Acceptance of donations and gifts must enhance, and shall not impede, IEA's ability to act in the best interest of the public at all times.
- IEA's name, logo and other intangible intellectual assets must be protected at all times.

III. INITIAL EVALUATION OF DONATIONS

The major determinants in evaluating donations will be the total amount of the gift or pledge and from whom it is received. The dollar amount will determine the level of review. (Throughout the remainder of this document the term gift is used to refer to both outright contributions and pledges to be paid over a period of time). In addition, irrespective of the dollar amount of a gift or pledge, if it is a high profile donation, which involves Association-wide recognition, such as sponsorship of the Opening Session, sponsor identification on the Annual Meeting bags, or awards named for corporate donors, Executive review with recommendations and Executive approval is required.

It is expected that all donors, particularly those from the corporate sector, making gifts of any amount will comply with IEA's Principles for Commercial Support and the criteria as stated in these Guidelines.

\$10,000 and above

- All gifts of \$10,000 or more, including gifts received in support of Sections and SPIGs, will be reviewed by the Executive for donor adherence to the criteria as stated in these Guidelines.
- The Executive will make final decisions about donor adherence to Guidelines on gifts of \$10,000 or more.

Under \$10,000

- All gifts under \$10,000 will be reviewed for donor adherence to Guidelines by applying the criteria outlined in this document, including:
 - 1 Unrestricted gifts;
 - 2 Gifts made in support of established IEA programs or activities, e.g. gifts made in support of a Section or SPIG; and
 - 3 Gifts made in support of new programs or activities.

High Profile Gifts

- All gifts for high profile, Associate-wide recognition (see examples in Section III above), regardless of the amount must be reviewed by the Executive for donor adherence to Guidelines.
- The Executive must review and approve all decisions related to the recognition of potential Association donors that involve high-profile, Association-wide recognition to ensure that these decisions preserve the credibility and reputation of the Association.

IV. CRITERIA FOR REVIEWING A DONATION OR GIFT

Overall, the purpose of the review is to determine the balance of the benefit to the public in relation to the risks and costs of collaborating with the funding organization. On a case-by-case basis, the following conditions should be considered in determining the benefits and risks of accepting a donation.

A. Are the specified proposed uses of the donation, congruent with the mission and priorities of IEA?

Issues to consider in determining this congruence include:

1. How do the proposed uses of the donation relate to IEA's goals and mission?
2. Why does the organization want to make a donation to IEA?
3. How will the benefits to be derived from the intended purpose of the donation compare with the IEA's resources required to fulfill the intended purpose?
4. Do the practices of the corporation fit with the adopted public policies of IEA?
Recognizing that socially responsible practices are a cornerstone of IEA's policies, and that good corporate citizenship should embody socially responsible practices, the following are among the types of issues that should be considered in assessing the benefits and the risks of accepting donations from outside organizations, especially corporations:

- a. The types of core products or services produced or provided;

Note: Donations will not be accepted from tobacco companies, alcohol companies, and manufacturers of firearms and weapons of mass destruction. In the event that the donor corporation is part of a corporate conglomerate with ties to tobacco, alcohol or the manufacturer of firearms or weapons of mass destruction, the donor corporation as well as the relationship between the donor corporation and the conglomerate would be reviewed.

Other relevant concerns regarding potential donors include:

- 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;
- Donor'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 IEA's public policies and public reputation.

It is recommended that a discreet initial assessment by the Executive be done as a prospect is identified or is self-identified as in the case of unsolicited requests to partner with IEA. The assessment will be based on available current knowledge, including web sites, a

review of newspapers and contact with appropriate IEA leaders and section officers. IEA members contacted will be held to a level of confidentiality as it relates to discussing IEA's pursuit of potential donors until the information is made public. The Executive is encouraged to seek the opinion of an outside, professional adviser as listed in Appendix I.

B. Are the donor's expectations pertaining to control, oversight, and outcome(s) of the donation and/or project to which the funds are applied acceptable to IEA?

As stated in the Principles for Commercial Support, IEA will accept funds only when IEA has control of the content of the activity and when IEA has and maintains complete control of all funds.

Issues to consider:

- 1 Does IEA have editorial control over the content of educational materials and publications and input into their dissemination?
- 2 Will IEA be able to review and approve public statements about the project, its findings and/or implications? Will IEA 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 donor need to be explicit and documented).

C. Are the donor's expectations regarding recognition or acknowledgment of their support acceptable to IEA?

As stated in the Principles for Commercial Support, acknowledgments will be limited to company 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 corporation is affiliated with IEA and the proposed project defined by IEA acceptable to the donor?
- 2 What public recognition is expected by the donor?
- 3 Is the recognition appropriate for the amount of the gift?
- 4 Is there an appearance of product endorsement?

D. Would accepting the donation create any real or apparent conflicts of interest, and would the impact and/or benefits of accepting the gift outweigh the risks of partnering with the donor?

In considering the following issues, IEA recognizes the need to adhere to its principles and to weigh the benefits and risks of accepting the gift from the funding entity as opposed to weighing just the opportunity of not accepting the actual dollar donation.

Issues to consider:

- 1 Are there any personal, financial, or professional gains for IEA staff, members or other volunteers, which create a conflict of interest?
- 2 What is the impact of the gift and benefits to the public and public health?
- 3 Does the donor's image support or detract from IEA?
- 4 Does the impact and/or benefit outweigh the risks of collaborating with the potential donor?

E. Donor Recognition

Public recognition of donors is encouraged.

As stated in the Principles for Commercial Support, acknowledgments will be limited to company name, logos, slogans which are an established part of the supporter's identity, trade names, addresses and telephone numbers. IEA will not provide product endorsements.

The following policies apply to recognition of donors in print and electronic mediums.

- IEA's name and/or logo should appear first and be of equal or larger size than the donors.
- IEA's name and/or logo should be equally as visible as the donor's name and/or logo.
- Donors should be listed alphabetically or alphabetically within gift ranges. It is suggested that variations on the below wording be used as an introductory statement to a list of donors:
- If exclusive recognition is to be given to a donor, for example, the donor's name is to be used in the naming of a program, activity or award, the Executive must review and decide the use of the name.

APPENDIX I: Principles for Commercial Support or Donations

Principles for Commercial Support or Donations

IEA will focus on purposes consistent with its strategic priorities and comply with the following "Principles for Commercial Support or Donations" in soliciting all gifts. These Principles will be discussed with all donors during the early stages of discussions.

Principles for Commercial Support or Donations

- 1 IEA will at all times maintain an independent position on public health issues and concerns.
- 2 IEA will solicit and accept support only for projects and activities that are consistent with the Association's Mission.
- 3 IEA will accept funds for informational and educational activities only when the content is to be determined by IEA or an independent body of public health professionals designated by IEA.
- 4 IEA will maintain complete control of all funds provided from commercial supporters for educational activities.
- 5 IEA will not permit product promotions as part of a Continuing Education activity.
- 6 It is the policy of IEA not to provide product 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. IEA will not permit the use of corporate names in naming IEA awards.
- 8 IEA's intangible intellectual assets, including the Association's name and logo, will be protected at all times. Donors will not be permitted to use IEA's name or logo for any commercial purpose or in connection with the promotion of any product.
- 9 IEA will be vigilant at all times to avoid any real or apparent conflict of interest in accepting donations.

Any situation that may be an exception to these Principles will be reviewed by the Executive which will determine the final course of action.