

PUBLIC ALLIES GIFT ACCEPTANCE GUIDELINES

Background

Public Allies' new strategic plan calls for increasing the scale, scope, and visibility of our programs. As we grow, we will build new partnerships and seek creative ways to increase contributions and other resources for our work. The following guidelines will help Public Allies assess potential contributions and partnerships to ensure that they are consistent with, and never undermine, our mission.

Guidelines for Approaching Donors

Public Allies will generally seek donations from individuals, companies, organizations, and foundations that share a belief in our mission as demonstrated through their other activities and grants. Public Allies will independently determine whether to approach or accept a gift from a particular donor when we believe that their gift will not undermine our mission or programs. This will especially be important if other activities of that donor are controversial or possibly harm our constituencies. If a donor has had a public controversy or hazardous mishap that is at odds with our mission, values, or constituents, we will accept a gift if the donor has clearly corrected their problem and is taking affirmative steps to ensure their continued good citizenship.

Public Allies will consider the following questions when identifying prospective donors, especially corporations:

- Do they provide grants in at least one existing or potential Public Allies location and are they viewed in the community as a good corporate citizen?
- Are they seen as financially viable?
- Do they sell controversial products and services, such as tobacco or firearms?
- Do their products or practices harm Public Allies constituencies or communities?
- Do they have a policy of not discriminating on the basis of race, gender, religion, disability, or sexual orientation?
- Does their record condone or support human rights and labor abuses?
- Have they committed blatant and avoidable environmental abuses?
- Are they recognized as good workplaces adhering to high ethical standards?
- Do they have a history of fair labor negotiations and practices?

Public Allies will additionally consider the following questions when identifying prospective corporate partnerships:

- They market to diverse young people, ages 18-30;
- They have multiple retail outlets across the country and in current and potential Public Allies sites;
- They are viewed as an industry leader;
- They have a record of employing diverse staff in leadership positions, including their boards of directors and senior management, and have a reputation for hiring and retaining diverse staff;
- They have a mission, values, and an organizational culture that is aligned with Public Allies;
- They provide flexibility in using their grant to meet important organizational needs, including general operating expenses.

Guidelines for Accepting and Promoting Donations

Grateful acknowledgement is made to funders for their contributions. It is our policy to list the names of companies, foundations, and individuals within their contribution categories in our reports and publications. We will also work with funders to publicize contributions in ways that are mutually beneficial to Public Allies and the funder, provided that such publicity does not compromise the mission or reputation of Public Allies whatsoever.

In addition, donations will not be accepted, when Public Allies has determined that:

- The donor directly or indirectly furthers activities that we believe are significantly harmful to the welfare of the communities we serve or contradict the mission of Public Allies.
- The donor asks for a *quid pro quo* in terms of Public Allies advocacy or support of public policy or regulations for their donation, such as a bank asking us to testify at their Community Reinvestment Act hearing in return for continued giving, etc.
- The donor creates restrictions or conditions that gives them decision-making authority over an internal management or programmatic decision at Public Allies.

As far as sponsorships go, the above considerations are all relevant. If Public Allies seeks a sponsor for an event or program, we will provide proper recognition as laid out in a partnership agreement or grant application (see Corporate Partnership policies).

GUIDELINES FOR CORPORATE PARTNERSHIPS

Public Allies seeks new sources of revenue, enhanced visibility, expertise, and creative ways to promote our messages to advance our mission. Corporations are constantly seeking innovative ways to differentiate their products and services and build their brands. As a result, Public Allies seeks to create a variety of mutually beneficial partnerships that go beyond a typical cash donation to advance the mission and programs of Public Allies. Public Allies recognizes that corporate partnerships offer great potential benefit to our organization and the constituencies we serve. The purpose of these guidelines is to offer parameters for negotiating corporate partnerships.

Partnership Benefits

Before entering into a relationship with a corporate partner, Public Allies will determine that the relationship offers at least two of the following measurable benefits to Public Allies, while also meeting the other criteria for donors and partners listed above.

- **Funding.** Fundraising cannot be the sole or primary purpose for a corporate relationship, except for sponsorship of fundraising activities or events. Corporate partners, however, must provide a minimum cash or in-kind contribution each year.
- **Technical Assistance.** Significant (quantified) support by staff who volunteer, staff who are loaned (i.e., paid by the donor to work at Public Allies for a period of time), or consultants retained by the donor to assist Public Allies with projects that will improve organizational effectiveness or efficiency. For example, Public Allies continually seeks support for areas such as human resources, legal, technology, marketing, and expansion.
- **External Relations and Communications.** Significant (quantified) support or enhancement of external relations objectives or activities. This may include supporting the development of communications strategies, support for the implementation of these strategies, sponsorship of communications products, and leveraging mass media attention for Public Allies' priority messages. This may also include assisting Public Allies with outreach to other important leaders and institutions.

Categories of Corporate Partnerships

Corporations that provide annual contributions to Public Allies at the local and national level will not necessarily be considered corporate partners. Corporate partners will be those who provide additional resources and support to our programs, such as technical assistance and external relations support. Corporate partners will be targeted and selected based upon the criteria laid out in the previous section. The following are categories for such partnerships:

- **Cause-Related Marketing.** Public Allies will seek limited-term cause-related marketing campaigns in which a corporation contributes a percentage of product sales to Public Allies (e.g., American Express's Charge Against Hunger program that makes a donation to Share our Strength for each charge during the holidays or Kaboom's Ben & Jerry's Ice Cream flavor, and there are many other examples). Clear financial goals will be negotiated in advance of formalizing any partnership. Targeted corporations will have

philanthropic goals consistent with the mission of Public Allies and with supporting national service, leadership development and social change. They will also have broad consumer markets and local retail presence where Public Allies can build awareness in new markets and where sales will quickly generate revenue. Cause-related marketing may include use of the Public Allies name and logo in a controlled manner for promotional efforts, making it clear to the public that monies are being donated to Public Allies as a result of such promotion.

- ***Branded Support and Sponsorship.*** Public Allies will create opportunities to receive financial and in-kind operating support in the form of corporate sponsorship and branded support. Media Sponsors will support publicity efforts, and Event Sponsors or Program Sponsors will underwrite an events or programs. Sponsorship opportunities will be negotiated in such a way that Public Allies protects its tax-exempt status, in accordance with UBIT (unrelated business income) exclusions. Public Allies will negotiate mutually beneficial publicity for such sponsorship with any significant costs for publicity covered by the sponsor. Corporate logos and statements of acknowledgement may be displayed by Public Allies in conjunction with sponsored events or programs, but commercial or advertising messages will generally not be acceptable if they compromise our tax-exempt status. Public Allies must approve any use of the Public Allies logo, name, or identifying marks in the corporation's promotion, products, or services, other than a statement that the corporation or product supports a specific Public Allies effort. While promoting a sponsor, Public Allies will not specifically endorse a commercial product or service. Sponsorships are tied directly to specific events, programs or promotions for specific time periods.
- ***Licensing.*** Public Allies will allow its program model, polling information, learning curriculum and other proprietary knowledge to be used for a fee and acknowledgement of Public Allies. Third parties may market such licensed products through commercial or retail channels. The Public Allies name and logo must appear on such branded products. It is suggested that licensing arrangements will typically be for an initial period of three to five years. Licensed or branded products must be determined to be compatible with the Public Allies mission. Additionally, Public Allies may license its identifying marks. Public Allies may endorse its own products or services, whether distributed by Public Allies, its licensee or another third party.
- ***Employee Involvement.*** Public Allies will seek involvement with employee volunteer programs, employee loan programs, workplace giving campaigns, employee-driven contribution drives, and matching gift programs. Public Allies will especially seek expertise from companies that can help us improve our organizational and program effectiveness through loaned staff, volunteers, or consultants retained by the company.
- ***Program Partnerships.*** Public Allies will partner with a company that can enhance our program quality or delivery, or that can provide revenues for Public Allies trainings and program support. For example, the IBM Teaming for Technology Initiative included Public Allies training and support for VISTA volunteers.

- **Strategic Alliances.** Public Allies will collaborate with corporations interested in social change through partnerships that are long-term, dynamic, multi-faceted and inter-dependent. The Timberland relationship with City Year is an example.

Written Agreement for Corporate Partnerships

Following approval of a partnership by Public Allies, a written agreement must be developed with the corporation specifying the respective obligations of the parties, incorporating the policies of Public Allies, and identifying a specific time period of the promotion and the minimum guaranteed benefits. ***The agreement must be reviewed by Public Allies' legal counsel and may be subject to approval by the Board of Directors.*** The written agreement should include the following points:

- Public Allies will have prior review and approval of all promotional materials involved in the project;
- A duration and exact terms for the project will be indicated;
- Public Allies will be protected by a "hold harmless" provision (i.e., if the partnership or project fails, Public Allies will not be held liable for any costs to the corporation);
- When and how Public Allies will receive funds will be specified;
- Responsibility for specific out-of-pocket or up-front costs will be assigned;
- Any confidential and proprietary matter from Public Allies and the corporation will be protected, including donor and constituent names; and
- Steps to be taken in the event of a disagreement or unforeseen circumstance will be outlined.

Coordinating Corporate Partnerships with Sites

So as to identify and resolve potential conflicts between sites and the national office, Public Allies will enforce the following coordinating activities:

- The national office will communicate with all local Executive Directors about potential partnerships and clarify their role and restrictions that will result from the partnership.
- Sites will consult with the national office about the development and implementation of any corporate partnerships (as defined above).
- Sites must coordinate with the national office when a non-event-specific promotion either involves more than one state or involves national media so that a determination can be made if there is conflict or competition between site promotions and national promotions involving competing corporations or products during the same or overlapping time period.

Evaluation of Corporate Partnerships

An evaluation of the relationship or program and its results and benefits to Public Allies must be conducted at the conclusion of the relationship or program and, when necessary or desirable, during the course of the project.

Avoidance of Conflicts of Interest

In the event of potential conflict of interest, loyalty to Public Allies and its mission must always be honored. The Board of Directors and staff must ensure that no individual or business benefits at the expense of Public Allies, its mission, its reputation or the community it serves.

Transparency

Public Allies will take reasonable steps to make its actions transparent and understandable to the public, especially where lack of transparency may reasonably lead to an appearance of a conflict of interest.

Termination

Unless approved by Public Allies, corporations may not claim any continuing association with Public Allies after the conclusion of the specific promotion or termination of the relationship. Without Public Allies approval, no use may be made of the Public Allies name and logo in any advertising or promotional activities by the corporation after completion of the specific promotion. A provision must be made for immediate termination of the agreement if either party does not satisfactorily perform its obligations or if other related conditions warrant termination of the agreement.