



National Corporate Relationship and Gift Acceptance Policy

Purpose

The Canadian Cancer Society and the private sector can work together in the fight against cancer. This policy governs corporate relationships and the acceptance of corporate gifts, to ensure that our relationships with corporations related to fundraising and/or building awareness, are consistent with the Society's strategic goals and priorities.

This policy has been developed so that volunteers and staff have clear guidelines on what corporate relationships are suitable, ensuring that our corporate relationships and the contributions that result from them, support our mission to eradicate cancer and enhance the lives of people living with cancer. This policy also confirms that the nature of the Society's corporate involvement is transparent and open to the public.

We also recognize the link between our revenue generation activities and our mission work. Corporate partnerships can bring the opportunity for greater mission engagement, while mission activities often provide the opportunity for greater corporate engagement.

Scope

This policy applies to all corporate relationships at any level of the organization with:

- corporations
- related professional organizations and industry groups
- third-party fundraising aligned with a corporation
- employee groups operating under their corporate banner
- corporate foundations

From these relationships, the Society may benefit from the following:

- financial support (donations, cash sponsorships, corporate matching gifts, volunteer grants, corporate in memoriam donations and employee giving)
- gift-in-kind (GIK) support (a gift of goods or services)
- joint relationships or partnerships to raise funds and/or awareness
- opportunities to foster volunteerism

Vendor relationships and investments are beyond the scope of this policy.



This policy will be evaluated every two years to ensure that it is up-to-date, consistent with the Canadian Cancer Society's mission and effectively meets the needs of the Society.

Policy

The Canadian Cancer Society may approach a corporation or enter a relationship with a corporation that will benefit the Society (in the form of donated funds, GIK or mission reach) provided that:

- The corporate relationship is consistent with the Canadian Cancer Society's strategic goals and priorities.
- The company in question is in good standing and is an appropriate reputation match and strategic fit with the Canadian Cancer Society.
- There is no real or perceived conflict of interest.

General principles and guidelines governing all corporate relationships and contributions

These principles and guidelines support the application of this policy to ensure that our organizational priorities and interests are protected.

- We will not explicitly endorse any products or services of a commercial nature.
- The use of our name and logo (alone or in combination with a co-branded partnership logo) will be granted to corporations relative to the return to the Society and the realization of the overall relationship or partnership goals.
- The security and confidentiality of our national, division, region, unit and branch information files on donors, patients, volunteers and staff must be protected.
- If a corporate relationship supports one of our programs or services, we must be satisfied that the program's long-term survival will not be harmed if the corporate support is no longer available.
- The company in question is not lobbying against the Canadian Cancer Society, or in any way actively opposing our efforts in cancer control.



- The relationship must not conflict with existing guidelines or position statements or contravene our by-laws, procedures, organizational rules or policies.
- The relationship must not threaten our charitable status.
- Companies that engage in cause related marketing relationships with us must publicly communicate their intended financial contribution, with any guaranteed minimum or maximum amount.
 - Cause related marketing agreements will not explicitly endorse any products or services by the Society.
- Our fundraising staff commit to practices that respect all of our donors' rights to truthful information and to privacy. We also commit to manage responsibly the funds that donors entrust to us and to report our financial affairs accurately and completely.
- The Canadian Cancer Society may choose not to accept any financial or GIK contribution from a corporation.
- The Canadian Cancer Society is compliant with the Imagine Canada Ethical Fundraising and Financial Accountability Code and as such, adheres to its accepted practices for soliciting and managing donor dollars.

Specific guidelines relating to industry sectors that affect cancer control

These guidelines have been developed to help volunteers and staff determine what types of corporate relationships are acceptable and unacceptable based on a direct or indirect conflict with the Society's mission. These guidelines help us make sure that the benefits of any prospective corporate relationship outweigh the risks.

Although we place limits on relationships with industry sectors that negatively affect our efforts in cancer control, we will accept donations from, and make our services available to, any individual – regardless of the individual's connection to a particular industry. Similarly, cancer information will be provided to corporations and employee groups irrespective of their industry sector provided that the use or distribution of these materials does not imply partnership.



Tobacco

- We will not knowingly accept financial or any other assistance from a tobacco products manufacturer or wholesale distributor of tobacco products or any company that is a parent or subsidiary of a tobacco company. We will use reasonable resources available to us to determine corporate ownership and subsidiaries.
- We will not knowingly accept financial or other assistance from a business if a substantial portion of the revenue of that business (more than 30% of total revenue) is from the promotion, distribution or sale of tobacco.

Alcohol

- We will accept contributions from a company that manufactures, sells or promotes alcohol provided:
 - It is a contribution of GIK of alcohol for use at appropriate Society events (e.g. gala dinners).
 - It is a sponsorship (fee paid in cash or GIK or both), and sponsorship benefits are delivered under the corporate banner and not the brand name.
 - Recognition is relative to the contribution and is delivered under the corporate banner and not the brand name.
- We will not engage in a cause related or social marketing partnership with a company that manufactures or sells alcohol.

Food

- We will accept financial contributions from a company that manufactures, sells or promotes food, including all food products, beverages and restaurants and deliver recognition relative to their contribution. The scope of the relationship and public recognition will be limited based on the type of food products offered.
- We will accept sponsorship (in cash or in donated food products and services) from a company that manufactures and sells food, as long as the company provides healthy food choices that reflect the Society's recommendations on healthy eating as part of their product offering.
- We will accept GIK contributions from a food or beverage company or restaurant, provided their products reflect the Society's recommendations on healthy eating.
- We will partner with a food company or restaurant for cause related or social marketing programs provided the company/brand reflects the Society's recommendations on healthy eating.



Pharmaceutical, Biotech and Medical Devices and Equipment

- We will accept financial or GIK contributions (excluding the prescription pharmaceutical products themselves) and engage in a relationship with a pharmaceutical, biotech and medical devices and equipment company provided:
 - There are no issues related to the Food and Drug Act Regulations.
 - It does not imply endorsement of a specific drug by the Society.
- We will accept contributions of over the counter product samples (or non-prescription products which may contain a DIN) for distribution at appropriate Society events provided they are in line with our current cancer control policies.
- We may provide these companies with cancer information and permit authorized use of this information, which includes allowing pharmaceutical representatives to distribute our cancer information to patients and healthcare professionals.

Complementary and Alternative Medicines/Therapies

- We will not knowingly accept financial or GIK contributions or enter into a relationship with:
 - A company that manufactures any food, unregulated drug product or therapy that claims to treat or prevent cancer and is not supported by scientific evidence.
 - A company that derives a substantial portion of their revenue (more than 30%) from the sale or promotion of food or unregulated drug products that claim to treat or prevent cancer.

Personal Cancer Screening and Testing Products

We will not knowingly accept financial or GIK contributions or enter into a relationship with a company that manufactures or distributes at-home, unsupervised (by a healthcare professional) cancer screening products or kits for self-diagnosis of cancer or with a company that derives a substantial portion of their revenue (more than 30%) from the sale or promotion of these products.

- The Fecal Occult Blood Test (FOBT) and the Fecal Immunochemical Test (FIT) are exceptions to this guideline as they do not allow for self-diagnosis.



Pesticides and Herbicides

- We will not knowingly accept financial or GIK contributions or enter into a relationship with a company that manufactures pesticides and/or herbicides.
- We will accept financial or GIK contributions or enter into a relationship with a retailer that sells pesticides and/or herbicides so long as it is not a substantial portion of their revenue (more than 30%).
- We will accept financial or GIK contributions or enter into a relationship with a company that manufactures or sells natural pesticides that pose no cancer risk.

Indoor Tanning (using ultraviolet rays)

- We will not knowingly accept financial or GIK contributions or enter into a relationship with a company that manufactures, sells or promotes indoor tanning equipment that uses ultraviolet rays, beds and sun lamps.
- We will not knowingly accept financial or other assistance from a business if a substantial portion of the revenue of that business (more than 30% of total revenue) is from the promotion or sale of indoor tanning services using ultraviolet rays (excluding sunless tanning products that have no cancer-causing ingredients).

Approved: February 9, 2012
Revised Final: March 27, 2012