Barth Syndrome Foundation
Corporate Relations Operating Guidelines

Adopted December 7, 2016
Reviewed and Approved – April 24, 2019

These operating guidelines describe the processes and procedures to be followed by the Barth Syndrome Foundation's (BSF) staff in soliciting and implementing corporate relationships.

Criteria for Evaluating Corporate Relationships

Criteria for Inclusion

- ethical business practices
- safe products and/or services
- customer service and satisfaction
- employee health and well-being
- community service
- financial stability
- a focus on reaching BSF's primary audiences
- existing communication channels that reach key audiences
- a favorable image among key audiences
- a history of creating long-term partnerships with nonprofit organizations or an interest in doing so
- companies with a nationwide presence

Criteria for Exclusion

- Tobacco companies (This exclusion may or may not extend to otherwise qualified subsidiaries.)
- Companies providing products or services that could be perceived as dangerous, unhealthy, or environmentally unsafe (e.g., extreme sports equipment, firearms, or chemical agents)

- Food companies with an unhealthy public positioning (e.g., fast food restaurants, candy companies, junk food companies)
- Alcohol companies
- Unfavorable reputation in the marketplace
- Recent negative press

Screening

At the outset, each proposed corporate relationship should be evaluated to determine whether it meets the criteria in the board-approved Corporate Relationships Policy. In addition, each proposal should be evaluated considering BSF's goals, strategies, priorities and policies; net benefits to BSF; risks; availability of resources; timelines; proper control and implementation; and evaluation. Sufficient time must be planned for BSF's usual and customary review and approval processes.

Written Agreement

Once the components of the corporate relationship have been finalized, the Executive Director shall ensure that a written agreement is prepared that includes all of the elements specified in the board-approved Corporate Relationships Policy. The written agreement will be reviewed and approved by the Executive Director prior to execution and implementation. BSF may also submit the written agreement for review by legal counsel. The written agreement will be signed by the Executive Director.

As specified in the written agreement, BSF retains complete control of and right of approval over all content related to the project or event. Likewise, BSF must approve all uses of its name/logo and identifying marks. Ads, promotional materials and any health messages should be reviewed and approved in advance by the Executive Director.

The commercial message must be visually/audibly separate from the BSF identification. There must be a clear scientific basis for the message. The corporation's materials--including text, graphics and the combination of the two--cannot suggest or reasonably imply an endorsement or recommendation by BSF, or a message or impression other than that approved by BSF.

Disclosure

The Executive Director will ensure that corporate contributions are disclosed according to the methods and timeframe specified in the board-approved corporate relations policy.