

CORPORATE RELATIONS

PHILOSOPHY

Corporate relations enable us to fulfill the organization's mission by diversifying revenue sources. In order to accomplish this, The Brain Recovery Project commits to soliciting and maintaining corporate relations that meet high ethical standards.

OPERATING GUIDELINES

These operating guidelines describe the processes and procedures to be followed by The Brain Recovery Project (BRP) staff in soliciting, implementing, and maintaining corporate relationships.

CORPORATE SUPPORT

The BRP will entertain the following corporate relationships:

- Financial and/or in-kind support in the form of grants and/or sponsorships for programs, educational and communications vehicles (i.e., conferences, videos, podcasts, publications and collaborative initiatives);
- Financial and/or in-kind support in the form of grants and/or sponsorships for fundraising purposes;
- Strategic alliances that provide improved services for our community;
- Cause-related marketing;
- Health message promotion;
- Financial grants and/or professional support for research.

GENERAL PRINCIPLES

The BRP will not endorse any corporation or product nor will it allow a corporation's interest to factor into its decision-making process. All unrestricted grants and/or sponsorships received by The BRP will acknowledge and recognize the contributing corporate donor, not the company's product (i.e. specific drug).

In exchange for contributions, The BRP will allow standard recognition to include, but not be limited to, items such as signage and

acknowledgement in our publications. Additional types of recognition will be considered on a case by case basis, based on the type of funding or opportunity presented.

The BRP will not accept grants that may adversely affect its nonprofit status.

Revenue generated through corporations will be used to advance the mission of The BRP in accordance with the strategic plan. The BRP will maintain complete control of the development and implementation of all content and materials related to web content, guides, educational conferences, and materials and all research conducted by The BRP. Corporations providing sponsorships for family and research conferences or symposia will not influence conference content or selection of speakers.

The BRP will maintain control and discretion over all corporate funds received and will ensure compliance with related grant agreements.

CRITERIA FOR EVALUATING CORPORATE RELATIONSHIPS

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 BRP'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

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Exclusions

- companies providing products or services that could be perceived as dangerous, unhealthy, or environmentally unsafe (e.g., firearms, chemical agents, extreme sports equipment, etc.)
- companies with unfavorable reputations in the marketplace
- alcohol and tobacco companies (this exclusion may or may not extend to otherwise qualified subsidiaries.)
- companies with negative press

SCREENING

At the outset, each proposed corporate relationship will be evaluated to determine whether it meets the criteria in this policy. In addition, each proposal will be evaluated considering BRP's goals, strategies, priorities and policies; net benefits to BRP; risks; availability of resources; timelines; proper control and implementation; and evaluation.

Sufficient time must be planned for BRP'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. BRP 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, BRP retains complete control of and right of approval over all content related to the project or event. Likewise, BRP must approve all uses of its name/logo and identifying marks.

Advertisements, 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 BRP 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 BRP, or a message or impression other than that approved by BRP.

DISCLOSURE

The Executive Director will ensure that corporate contributions are disclosed according to the methods and timeframe specified.

Approved by the Board of Directors on
February 27, 2020