

## **National Center for Healthy Housing Internal Guidelines on Commercial Support or Donations**

### **Purpose**

NCHH seeks to partner with corporations and industry associations to generate financial support for mission work. Generally, NCHH intends to accept commercial support unless doing so would damage its reputation or mission. Staff should consider the factors discussed below in deciding whether there may be material risk to reputation or mission.

1. NCHH will solicit and accept support for specific projects or unrestricted use that is consistent with its mission. NCHH is committed to avoiding conflicts of interest in all of its relationships including those with corporate, business, and professional associations. Any real or apparent conflicts of interest will be brought to the attention of the NCHH board for review.

2. NCHH **will not accept** contributions from lead-producing industries or manufacturers of tobacco, alcohol, or firearms. NCHH will use the following criteria in considering all other commercial support:

- a. Values—whether the acceptance of the gift compromises NCHH core values;
- b. Compatibility—whether there is compatibility between the intent of the corporate donor and the organization's use of the gift;
- c. Public Relationships—whether acceptance of the gift may damage the reputation of NCHH;
- d. Primary Benefit—whether the primary benefit is to NCHH versus the corporate donor;
- e. Form of Gift—whether the gift is offered in a form that NCHH can use without incurring substantial expense or difficulty;
- f. Effect on Giving—whether acceptance of the gift may impact future gifts from other sources.

3. All corporate contributions shall be made fully transparent. NCHH will publicly disclose donations greater than \$5,000 on the organization's IRS 990. All contributions over \$1,000 will be published in NCHH's annual report and on its website.

4. NCHH will ensure that projects and services for which it accepts funding from corporate sources do not adversely affect NCHH's nonprofit, tax-exempt status.

5. An external relationship with one or more organizations does not imply NCHH's endorsement and/or approval of the other organization's policies, priorities, and/or actions.

6. Although contributions to NCHH may be designated to specific projects and activities, NCHH will maintain full control over the project design, conduct, analysis, and reports. NCHH will retain final editorial approval over project content and distribution.

7. No commercial company may use the NCHH name or logo without specific written authorization. NCHH must review and approve all products (including reports and marketing materials) bearing the NCHH name or logo to ensure consistency with NCHH mission, ideals, and brand standards.

## **Implementation**

### **Administrative Review Process**

NCHH's development staff will review the corporate proposal against this guidelines document to:

1. Identify potential reputation and/or mission risks.
2. Identify whether such risks rise to the level of declining an offer of support.

Following this comparison to our guidelines, development staff will assess the corporation using the following publicly available corporate responsibility screening tools:

Coop America:

<http://www.greenamerica.org/programs/responsibleshopper/company.cfm?id=217>

BBB: <http://www.bbb.org/search/>

CSRHub: <http://www.csrhub.com/>

Staff will review prospects to determine whether there are any industry practices that would present a perceived or actual conflict.

The Executive Director of NCHH will review the staff recommendation and make a decision. If Board input is needed, Executive Director will bring any prospects deemed controversial or sensitive to the Executive Committee of the Board for a decision. Agreements between NCHH and corporate donors will reflect the principles stated above.