

# **National Forum for Heart Disease and Stroke Prevention**

## **Policy on Corporate and Foundation Support and Relationships**

### Background

This policy ensures that all corporate and foundation relationships support the National Forum's (NF) mission, to provide leadership and encourage collaboration among organizations committed to heart disease and stroke prevention, and that the NF remains transparent and fair in its dealings with all sponsors.

The NF is a nexus for public, private and nonprofit sector entities working in various ways to prevent cardiovascular disease. The NF regularly seeks opportunities to collaborate with organizations in each sector, including businesses, to improve population health. The aim of such collaborations is to leverage the strengths, expertise and resources of each sector to prevent heart disease and stroke. Relationships involving sponsorship of NF programs and operations help ensure the sustainability of the NF, while companies and foundations with complementary goals benefit from improved population health and visibility as a supporter of the organization.

### Principles

All relationships will support, preserve and promote trust in the NF. The NF's Board of Directors and management endeavor to create policies, practices and an organizational culture that ensures that all programs support our mission. The NF seeks support relationships that further our mission and goals, with companies and foundations whose principles and ethical values are consistent with the NF's, and whose policies, practices, and behaviors are consistent with promoting population health.

The NF cannot accept support from corporations or subsidiaries thereof whose principal product or service is harmful to cardiovascular health. Determinations of product or service healthfulness or harmfulness shall be made by the NF Board of Directors.

### Independence

The NF shall maintain control and decision-making authority over its programs, products, and activities; policies and positions; communications; and operational funding. The NF shall separate its efforts to seek grants, sponsorships and contributions from its programmatic and policy decisions.

Participation in any corporate or foundation relationships does not constitute NF approval of a company's or foundation's policies or endorsement of its products. The NF does not endorse products or organizations.

The NF name and logo may only be used by a sponsor following express written permission. Any copy which refers to the sponsorship must be approved in advance by the NF.

Sponsors will not be allowed direct access to the NF database. A sponsorship agreement may include an arrangement for the NF to forward information to members.

The National Forum will not raise funds for other collaborators, partners or sponsors associated with the Move with the Mayor™ program.

#### Transparency

The NF's relationships with all contributors are a matter of public record.

The type of acknowledgement a sponsor will receive shall be addressed in the sponsorship or grant agreement.

#### Exceptions

Any exceptions to these policies require the prior approval of the NF Board of Directors.

No employee, officer, volunteer or other representative of the NF can make or promise exceptions to these policies in exchange for support or a relationship.

***Approved by the Executive Committee on August 13, 2020***