Guidelines for Corporate Sponsorships

The Community Food Security Coalition (CFSC or the Coalition) welcomes corporate relationships that help the Coalition fulfill its mission and vision in the following ways:

• Delivering food security messages and information to a wider audience than the Coalition could reach using its own resources.
• Providing CFSC-approved educational tools and materials to CFSC members and potential members.
• Accomplishing CFSC's goals and objectives for existing and newly formed programs.

The CFSC's procedures and formal agreements with external organizations are designed to prevent any undue corporate influence particularly where there is a possibility that corporate self-interest might tend to conflict with CFSC positions, policies and philosophies.

In its relations with corporate organizations, the Coalition is mindful of the need to avoid a perception of conflict of interest and to act at all times in ways that will only enhance the credibility and professional recognition of the Coalition and its members. The continuing value of the Coalition's name depends on its reputation for integrity. The CFSC will authorize no commercial use of the name and logo that would diminish that value or damage that reputation.

General Requirements for Acceptance of Corporate Relations Sponsors

• Fit with CFSC strategic goals, mission and vision
• Furthering of food security work
• Conformance with CFSC positions, policies and philosophies
• CFSC editorial control of all content in materials bearing the CFSC name
• Clear separation of CFSC messages and content from brand information or promotion
• No endorsement of any particular brand or company product
• The inclusion of relevant facts and important information where their omission would present an unbalanced view of a controversial issue in which the sponsor has a stake
• Funding by the sponsor includes direct and indirect costs associated with the project
• In general, there will not be exclusive arrangements in promotions although exclusivity is acceptable for sponsorships. Exclusivity may be granted to a corporation or product for a particular activity for a specific time period if there is sufficient benefit to the CFSC
• Funders may not request that CFSC act, speak or refrain from acting or speaking on any public policy or programmatic activity, i.e. funding must be given “no strings attached”

As a rule, the CFSC does not permit the free use of CFSC content or logos in publications or Web sites where the effect of the CFSC content and name is to help the publication or Web site increase circulation or sell advertising or subscriptions.
Corporate Sponsorship Policy Implementation

a) The Executive Director has the authority to negotiate relationships with corporate partners consistent with the policy guidelines. The Executive Director will seek approval from the Board before entering into such relationships.

b) Except for conference sponsorships, the CFSC shall have a written agreement with the corporation on the exact nature of the relationship.

c) On an annual basis, the Board shall conduct a review of our corporate partnerships.