



# WOMEN'S VOICES FOR THE EARTH

OUR HEALTH. OUR FUTURE. TOXIC FREE.

## **Guidelines for Corporate & For-Profit Contributions and Partnerships**

Finalized by the Board of Directors, December 5th, 2013

### **I. Statement of Purpose**

In evaluating prospective partners, Women's Voices for the Earth (WVE) will consider partnerships with businesses and organizations that believe in the power of women's voices as a means to create and uphold a less-toxic future built on honesty and trust. Entities that form partnerships with WVE will largely identify as a Business Partner or No Secrets Partner.

Our Business Partners and No Secrets Partners are committed to forwarding a collective vision of a toxic-free future by promoting healthy working environments for their employees, healthy products and services for customers, and increasing the awareness of the links between women's health and toxic chemicals in our daily environments.

Partnerships and any subsequent iterations of that relationship are developed out of a foundation based on like-minded company culture & philosophy, and furthers – not hinders – WVE's work. Partners contribute to the overall financial stability & diversity of the organization, as well as increase each other's visibility and messaging amongst a broader target audience.

The purpose of the partnership is to design mutually-beneficial programs and successful outcomes for both WVE and the business partner, without jeopardizing credibility and mission resonance of either party, and without compromising any federal or state legal requirements that govern non-profit organizations. With this in mind, WVE invites interest in this partnership program from businesses that adhere to specific guidelines and screens, stated below. \_\_\_\_\_ **[Initial]**

### **II. GUIDELINES FOR PARTNERSHIPS, CAUSE-MARKETING, AND CONSULTING.**

#### **Mission & Program Resonance.**

All partnerships and subsequent activities must be consistent with WVE's mission and goals. If this comes into question at any point during the partnership or activity, WVE reserves the right to refuse and cancel any further promotions.

WVE does not accept funds or partnerships that might affect or appear to affect our organizational/ programmatic independence, integrity and the public's perception of both. Donations/dues from a

partner will not ever influence WVE's ideas, programs, positions on policies, persons included for the board or other official WVE entities, etc.

Similarly, WVE will not partner with any company with a continuing or significant source of violations or long-standing misconduct, including but not limited to companies whose operations are exploitative, illegal, extractive or destructive to people--women, specifically--or the environment. Major polluters, companies with known ecological or human rights violations, or those engaging in extractive practices/industries (including but not limited to oil, gas and mining) are similarly disqualified. Additionally, WVE will not accept money from the foundation arm of any company whose industries are extractive or damaging to the environment.

\*NOTE: Although a company's past will be considered, its recent performance is most significant. Past performance is mitigated by commitment to *AND action on* positive change. \_\_\_\_\_ [Initial]

### **Written Contract.**

All on-going partnerships or sponsorships will be based on a written agreement between WVE and the partner or sponsor. An agreement will be for a specified period of time, with possible renewals pending an evaluation of performance and results. An agreement will specify the type and extent of support expected of the partner or sponsor and WVE. It will also specify the benefits expected to be received by all parties and the requirements and obligations of the parties. The agreement will also address liability and insurance issues as appropriate. Single activity partnerships (e.g. sponsorship support for a one-time event) will operate with a simple exchange of letters covering these issues.

\_\_\_\_\_ [Initial]

### **Sustainable Funding.**

WVE partners adhere to a pre-determined dues structure, and commit to paying dues annually. Total contributions annually from any single corporation will not exceed 10% of WVE's annual operating budget, without pending approval from the Board of Directors.

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### **Cause-Marketing Activities**

Cause marketing is a commercial marketing partnership between a business and a nonprofit entity to market an image, product or service linked to a social cause or issue, for mutual benefit. WVE only engages in cause-marketing activities with dues-paying partners in good standing. Additionally, "commercial co-venture" regulations may apply – see "Nonprofit Integrity Act" below. *WVE does not endorse the products of our partners, nor do we endorse a company's record or policies, unless otherwise explicitly indicated in contract.*

\_\_\_\_\_ [Initial]

### **Consulting**

WVE's goal is to encourage corporate change and increase transparency in all areas of business, especially product production. In certain instances, dues paying partners may wish to engage with WVE as a consultant, whereby the organization's expertise in matters of hazardous chemicals,

ingredient transparency, policy expertise, mobilization of women, and market-based campaigns can be put to use. In these instances, a separate contract and fee will be negotiated between the partner and WVE prior to beginning work. \_\_\_\_\_ [Initial]

### III. COMPLIANCE

#### Review Process – General

WVE does not engage in partnership/activity with a company whose products were created, used or otherwise produced with intentionally-added and reasonably anticipated toxic materials or chemicals linked to public health diseases. The organization upholds a stringent commitment to transparency and will be subject to an initial review to ensure consistency prior to entering into an agreement. The company is also subject to review as part of this process. This review will be completed annually to ensure continued compliance. \_\_\_\_\_ [Initial]

Key consideration is given to companies who:

- Are “Best in class” – company contributions to a particular field are pushing the industry as a whole toward greener, more sustainable practices. This may mean that the company holds membership or accreditation through some sort of third party system that is adequately comprehensive for our purposes: such as B-Corporation status, Fair Trade certified or certified organic, or favorable ratings from the GoodGuide. \_\_\_\_\_ [Initial]
- Takes exceptional steps toward preventing pollution and environmental degradation from their business. \_\_\_\_\_ [Initial]
- Uphold policies that protect the health and wellbeing of their workers. \_\_\_\_\_ [Initial]

#### Review Process – for Personal Care, Cleaning & Salon Products.

In addition to the guidelines mentioned above, additional guidelines are in place for those companies whose products closely align with the industries in which WVE has current programs, campaigns and research. **This includes No Secrets Partners.** These include:

- Full disclosure of ingredients – including fragrance, dyes and preservatives where applicable – in products on labels and/or websites. \_\_\_\_\_ [Initial]
- Full disclosure is a company-wide standard for *all* products, not just one line. \_\_\_\_\_ [Initial]
- No presence of carcinogens, mutagens, reproductive toxins or endocrine disruptors in product or as a known by-product, without direction action to correct course. \_\_\_\_\_ [Initial]
- No chemicals present that are on our “Chemicals to Avoid” lists. \_\_\_\_\_ [Initial]
- Disclosure of chemical screening process for choosing ingredients. \_\_\_\_\_ [Initial]
- **[No Secrets Partners ONLY]** To ensure consistency in nomenclature, ingredients are disclosed using the International Nomenclature of Cosmetics Ingredients (INCI) name. If there is no INCI name, the International Union of Pure and Applied Chemistry (IUPAC) name is used. If that is unavailable, a common chemical name may be used. \_\_\_\_\_ [Initial]

If the company in question is a cosmetics company, WVE gives priority to those companies who were

Compact Champions for the Campaign for Safe Cosmetics when the program ended. If the company originated after the dissolution of the COMPACT, then they will be reviewed based on the same tenets of the Compact, which include:

- Comply with the European Union’s Cosmetics Directive, widely considered the global gold standard of cosmetics safety regulation; \_\_\_\_\_ [Initial]
- Disclose all ingredients, including ingredients in “fragrance,” which in the United States can be claimed as “trade secrets,” even when they contain hormone disruptors, carcinogens and other harmful chemicals; \_\_\_\_\_ [Initial]
- Publish and regularly update product information in EWG’s Skin Deep cosmetics database; \_\_\_\_\_ [Initial]
- Comply with any additional ingredient prohibitions and restrictions under the Compact and substitute ingredients of concern with safer alternatives. \_\_\_\_\_ [Initial]

Even if a company meets the above qualifications, special consideration must be given for this type of community partnership to assess how a financial relationship may be discordant with the “Statement of Purpose” above, or generate perceptions that negatively impact our programs.

\_\_\_\_\_ [Initial]

#### **IV. ACCOUNTABILITY**

For mutual protection, the following accountability standards are also in effect for any and all partnership agreements.

##### **Disclosure**

WVE will respect confidential business information and will not share, disclose or otherwise distribute information obtained or provided as part of this review, or the outcome of this review. Any public acknowledgement of corporate financial support, other than that which is legally required by local, state or federal government agencies, will only be made in accordance with the written consent of both parties. \_\_\_\_\_ [Initial]

##### **Better Business Bureau Standard 19: Transparency**

The BBB Wise Giving Alliance Standards for Charity Accountability were developed to assist donors in making sound giving decisions and to foster public confidence in charitable organizations. The standards seek to encourage fair and honest solicitation practices, to promote ethical conduct by charitable organizations and to advance support of philanthropy. [Excerpted from BBB Standards for Charity Accountability]

Standard 19 requires that the entity clearly discloses how the charity benefits from the sale of products or services that state or imply that a charity will benefit from a consumer sale or transaction. Such promotions should disclose, at the point of solicitation (ex. advertisements, packaging and catalogs):

- a. the actual or anticipated portion of the purchase price that will benefit the charity;

- b. the duration of the campaign;
- c. any maximum or guaranteed minimum contribution amount. \_\_\_\_\_ **[Initial]**

**Nonprofit Integrity Act**

A commercial co-venture (aka “cause-related marketing” or “cause marketing”) is a joint venture between a nonprofit and a for-profit business offering financial benefits to both the charitable organization and the business. *Typically, the business announces to the general public that a portion of the purchase price of a product or service it sells or provides will, during a stated period, be paid to the charitable organization.* [Public Counsel, April 2009] Depending on your state, your business may have to register as a commercial co-venturer; it is your company’s sole responsibility to gather legal counsel on this matter. \_\_\_\_\_ **[Initial]**

**IV. Use of name, logo and resources.**

Business Partners must show their affiliation as a partner by using the Business Partner logo appropriate to the current year. No Secrets Partners show their affiliation with the No Secrets logo. The logos can only be used on websites, in communications (like PR materials, PSAs, social media, etc.) and elsewhere if previously authorized by the organization.

WVE retains final approval on all uses of its name, trademarks and various logo applications, which must remain unaltered. Whenever possible, the tagline and the website must be included with the logo and supporting information. The logos should be used in color whenever possible, and cannot be smaller than 1” in height when placed vertically and ½” in height when placed horizontally. Neither the WVE logo, Business Partner logo, or No Secrets logo is allowed on product labels unaccompanied by the WVE website, and ideally, the mission statement. Use of the logo on products is only offered to partners in good standing, and only with written consent from WVE.

Companies, organizations or individuals that want to link to reports or content generated by WVE must link to the WVE website (or corresponding partnership page) and give credit, rather than post WVE content directly on their website. This content is not alterable. \_\_\_\_\_ **[Initial]**

**V. Evaluation of Corporate Donations and Partnerships Policy**

This Business Partnership Policy will be evaluated and reviewed one year after the first corporate sponsorship agreement comes into effect. If ever grounds for termination of the partnership are discovered, WVE retains the right to transparently report to our members the reason for termination, if that reason pertains to violation of terms of partnership. \_\_\_\_\_ **[Initial]**

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Signature

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Signature

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Name & Organization

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WVE Representative