



## PAIN BC FUNDING AND SPONSORSHIP POLICY

Approved July 25, 2018

### I. BACKGROUND

Pain BC actively fundraises for its annual operating and project costs. Sources of funds include revenue from educational events, grants from government and government agencies, grants from Foundations, individual donations, and unrestricted grants and sponsorships from the private sector.

Pain BC must have the financial resources to continue to provide high-quality programs and to expand its reach with new initiatives. To fulfill its mission, Pain BC will diversify its revenue sources rather than rely on a limited range of government or foundation funders.

This Policy is intended to protect the mission and integrity of Pain BC while supporting the organization's fundraising efforts. This policy describes specific criteria and outlines a review and oversight process for evaluating potential funder and sponsor relationships.

The Policy was drafted with the following considerations in mind:

Pain BC's approaches to sponsors should be considered as opportunities to engage supporters for the long term.

The review and oversight process should be realistic and not overly cumbersome.

Over time, the review process will build a body of knowledge for accepting and soliciting sponsorships.

The Policy will be reassessed after one year and revised thereafter as necessary.

### II. POLICY SCOPE

This policy covers all funding and sponsorship opportunities offered by Pain BC, including but not limited to Pain BC's communications and social media channels, all educational programming (e.g., workshops,

webinars), policy and system change efforts, engagement activities, research and knowledge translation work.

The Policy applies to all funding and sponsorships received by Pain BC, solicited or unsolicited.

Government contribution agreements, grants and contracts, and grants from independent foundations will not be bound by this policy.

### III. DEFINITIONS

For the purposes of this policy, the following definitions will be used:

**Donation:** A philanthropic monetary contribution or in-kind gift given freely by a donor with no expectation of receiving any benefit. Official charitable tax receipts may be issued for donations within CRA regulations.

**Endorsement:** A formal or explicit approval or promotional statement for a brand, product or service.

**Sponsorship:** A sponsorship agreement is a business arrangement whereby a private sector partner commits resources (monetary or in-kind) to support a specific project or activity but does not share in the profits or risks; the partner receives a benefit in the way of specific branding or marketing opportunities from Pain BC via the project or activity.

Given that sponsorship funds are not considered by the Canada Revenue Agency as charitable donations, no charitable tax receipt will be issued. Under CRA guidelines, a corporation may deduct 100% of a sponsorship fee as a business expense with certain criteria; sponsors will be expected to consult the CRA website and comply with its requirements.

### IV. CRITERIA FOR REVIEWING POTENTIAL FUNDING AND SPONSORSHIPS

The following criteria should be used for determining the risks and benefits of accepting funding or sponsorship:

Pain BC will at all times maintain organizational, editorial and programmatic independence.

Pain BC will solicit and accept support only for projects and activities that are consistent with our mission, vision and strategies.

Pain BC will maintain complete control of all funds provided by commercial supporters of any initiative.

Pain BC will not endorse individual practitioners or companies through sponsorship but can opt to recognize them via branding placement and/or donor/sponsor lists, as appropriate to the project or activity.

Pain BC will be vigilant at all times to avoid any real or perceived conflict of interest in accepting funding or sponsorships.

Funding from companies that produce pain management medications or devices will not be accepted; pharmaceutical and medical device companies (or their representatives) will not be involved in determining the content of any Pain BC materials (print or online), programs (educational or otherwise), or policies.

## V: EVALUATION OF FUNDING AND SPONSORSHIPS

The major determinants in evaluating funding/sponsorships will be alignment with Pain BC vision and the source of the funding/sponsorship.

The Executive Director will evaluate all proposed funding/sponsorships and has authority to accept those that are consistent with this policy.

High profile sponsorships or ones that may be contentious (e.g., where alignment of values between the sponsor agency and Pain BC is uncertain) will come to the Board for approval.

## VI: DOCUMENTATION

All sponsorships will be bound by a written agreement. Agreements will outline Pain BC's responsibilities, the type of recognition given to the sponsor, any non-promotional perks/benefits, the specifics of the sponsorship (e.g., amount of money, specific in-kind supports), the duration of the sponsorship and include the Funding and Sponsorship Policy as an appendix.

## VII: FUNDER AND SPONSOR RECOGNITION

Public recognition of funders and sponsors is encouraged, both for transparency to Pain BC stakeholders and for promotional benefit to the funder/sponsor.

For corporate funders/sponsors, acknowledgements will be limited to company name/logo that is an established part of the sponsor's identity and website. Pain BC will determine the final wording and placement of acknowledgement.

Pain BC will not provide product or service references or endorsements of any kind.

## VIII: ACKNOWLEDGMENT OF RELATIONSHIP

Funders and sponsors may refer to their provision of funding to Pain BC in their promotional materials within the fiscal year or length of the funding relationship but no characterization of the relationship may be used as evidence of Pain BC endorsement of the funder or any of the funder's products.

Pain BC's logo may not be used on any other website, including those of funding organizations, without the express written approval of Pain BC.

## IX: EXCEPTIONS

Situations that may be exceptions to this policy will be reviewed by the Executive Director in consultation with the Board Chair. Together, they shall interpret this policy in good faith.

## X: FUNDING APPROVAL AND TERMINATION

Pain BC reserves the right of final approval of all funding/sponsorship and the right to refuse funding/sponsorship or terminate funding/sponsorship agreements if Pain BC deems that the criteria in this policy have been breached.

## XI: REVISIONS

Pain BC may amend this policy by dating and posting a revised version to the Pain BC website.

This policy replaces Pain BC's prior Funding Policy (originally approved on July 24, 2013, revised version approved on March 29, 2017) and was approved by the Board of Directors on July 25, 2018.