



**CORPORATE  
PARTNERSHIPS  
POLICY**



## CORPORATE PARTNERSHIPS POLICY

ChildFund International (ChildFund) forms corporate partnerships to advance its mission because we can achieve more together. Corporate partnerships can help to strengthen and scale ChildFund’s programmatic impact, speed innovations and accelerate positive change to reach more children, youth and families around the world. ChildFund works with corporations of all sizes to develop meaningful and mutually-beneficial partnerships that are vital in helping communities around the world to transform into places where children can thrive.

This policy applies to all small and mid-sized businesses, large corporations and multinational companies, corporate foundations, as well as social enterprises and benefit(B) corporations. ChildFund engages with corporations and their foundations in a variety of ways, such as corporate social responsibility and philanthropy, programmatic grants and shared value, gifts in kind, knowledge-share and innovation, workplace giving and employee engagement, cause marketing and consumer engagement.

### SHARED VALUES

Before entering into a corporate partnership, ChildFund must consider if the partnership aligns with its program, advocacy and fundraising goals. ***Does the proposed partnership have the potential to advance ChildFund’s work for the well-being and rights of children and youth?***

ChildFund seeks to partner with corporations that embrace and support a set of core values in the areas of human rights, labor standards, anti-corruption and the environment.<sup>1</sup>

- **Human Rights** — Businesses should support and respect the protection of internationally proclaimed human rights, and make sure that they are not complicit in human rights abuses.
- **Labor** — Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining; the elimination of all forms of forced and compulsory labor; the effective abolition of child labor; and the elimination of discrimination in respect of employment and occupation.
- **Anti-corruption** — Businesses should work against corruption in all its forms, including extortion and bribery.
- **Environment** — Businesses should support a precautionary approach to environmental challenges; undertake initiatives to promote greater environmental responsibility; and encourage the development and diffusion of environmentally friendly technologies.

### GUIDING PRINCIPLES

- **Stable Relationships** — ChildFund seeks corporate relationships with companies that have a proven track record of sustainability, ideally having been in business a minimum of three years (exceptions may apply). Also, it is ChildFund’s preference whenever possible to enter into partnerships with a funding commitment of at least three years; this particularly applies if the partner is funding new projects or expansion to new areas.
- **Right to Protect** — If there is a possibility that the independence, reputation, credibility or non-profit tax status of ChildFund might be jeopardized by a relationship at any point during the partnership, ChildFund retains the right to immediately reject and/or withdraw from it. A clause to this effect must be included in all agreements.
- **Launch Restrictions** — The corporate partnership shall not be announced externally before receipt of a mutually signed agreement or receipt of funding by the corporation to ChildFund.

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<sup>1</sup> Principles of the United Nations Global Compact

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- **No Direct Endorsements** — So as not to incur unrelated business income taxes or mislead consumers, ChildFund will not provide the substantial return benefit of offering *direct* recommendations or seals of approval. ChildFund will not make specific and/or superlative statements about a specific company’s products or services, such as “the best,” “the only one that works,” “the only one you should use”. This is different from, and does not exclude, providing sponsorship category rights or publicly acknowledging a company’s support of ChildFund and/or the programmatic impact of its donated products or services.

### APPROPRIATE PARTNERSHIPS AND LEVELS OF ENGAGEMENT

ChildFund considers a company’s social, environmental, and governance impacts and adherence to international norms and principles such as the UN Global Compact. ChildFund completes due diligence along with a *Corporate Due Diligence Assessment Tool* to determine what approvals are required before pursuing a partnership, and the types of engagement that may be appropriate.

ChildFund will never partner with corporations involved in exploitative or corrupt practices that are inherently harmful to children; nor the industries of weapons manufacturing or pornography. ChildFund considers **red level**, requiring the highest threshold of due diligence and approval by Due Diligence Committee: companies involved in one or more recent severe controversies; manufacturers of breast milk substitutes; tobacco growers or manufactures; alcohol manufacturers or distributors. ChildFund considers **yellow level**: extractives (oil, gas, mining); gambling; companies marketing high sugar/fat products to children; pharmaceuticals. Yellow level opportunities and completed due diligence must be reviewed and approved by the Chief Marketing and Development Officer or they may designate an approver. Companies not identified as black, red or yellow level, are considered **green level** and require no special approvals other than the standard requirements for the opportunity type.

While ChildFund does not exclude all forms of partnership with the alcohol or tobacco industry, we would engage with these industries only within very strict limits. For example, ChildFund may elect to accept unrestricted donations, emergency response support, or share organizational expertise to help protect children from exploitation within the supply chain. ChildFund should never engage in consumer-facing cause marketing promotions with these industries.

ChildFund will accept workplace giving donations, including employee gifts through payroll and employer match, from any corporation, although we would not proactively engage or host employee events at corporations that have been excluded from other forms of engagement.

### USE OF THE CHILDFUND NAME, LOGO AND IMAGERY

Any use of the ChildFund Marks by a corporate partner should have an executed agreement and adhere to ChildFund’s brand identity guide. Any promotional materials produced by a corporate partner using ChildFund assets (including marks, photographs, video, child stories and/or information) must be approved in advance by ChildFund.

### CAUSE MARKETING GUIDELINES

Cause marketing partners must submit to ChildFund the final design of all promotional materials using our name or logo for approval before online or offline production or publication. All cause marketing promotions to benefit ChildFund International must follow all applicable laws as well as the Better Business Bureau's Standards for Charity Accountability.

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Per BBB Standard 19, all cause marketing promotions must clearly state at the point of sale or contact with consumer:

- the amount per sale or the percent of sale that the partner will donate to ChildFund International
- any specific maximum or guaranteed minimum donation, if applicable
- the products, services or performances that are included
- the duration of the promotion

## CHILDREN’S RIGHTS AND BUSINESS PRINCIPLES

As a child-centered organization, ChildFund encourages companies to embrace and support the ten Children’s Rights and Business Principles<sup>2</sup>– voluntary standards for business in their relationship to children based on recognized human rights standards and best business practices. These principles seek to guide and inspire businesses to respect and support children’s rights in their core activities, their social investment and philanthropy, advocacy and public policy engagement. We believe all businesses should:

1. Meet their responsibility to **respect children’s rights** and commit to supporting the rights of children
2. Contribute to the **elimination of child labor**, including in all business activities and business relationships
3. Provide decent work for **young workers, parents and caregivers**
4. Ensure the **protection and safety of children** in all business activities and facilities
5. Ensure that **products and services are safe**, and seek to support children’s rights through them
6. Use **marketing and advertising** that respect and support children’s rights
7. Respect and support children’s rights in relation to **the environment and to land** acquisition and use
8. Respect and support children’s rights in **security arrangements**
9. Help protect children affected by **emergencies**
10. Reinforce **community and government** efforts to protect and fulfil children’s rights

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<sup>2</sup> [Children’s Rights and Business Principles Initiative](#)