CORPORATE RELATIONS POLICY
National Hemophilia Foundation

With respect to the development of revenue through, and strategic alliances with, corporate sponsors, the CEO may not fail to ensure that such relationships do not jeopardize the values or public image of NHF.

Accordingly:

1. The CEO will outline the sponsorship opportunities available, the recognition provided for respective levels of investment, and the criteria for evaluating corporate relationships.

2. The procedure in place must ensure that:

   A. The relationship provides a meaningful mission-related benefit to the general public or particular constituencies of NHF.

   B. NHF exercises independent judgment in all its decision making related to any corporate relationship.

   C. The relationship is consistent with NHF's principles, public positions, policies, and standards.

   D. The relationship adheres to all applicable state and local laws and regulations.

   E. All materials from the corporation or NHF directed to the public contain accurate and non-deceptive terms or statements such that a reasonable person will understand the nature and extent of the corporate relationship. Specific monetary amounts need not be reports except where a purchase by a consumer causes a donation to be made to NHF, in which case NHF must disclose the amount or percentage of money from the sale which will actually go to NHF, the duration of the campaign (e.g., the month of October), and any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of $200,000).

   F. Sponsorship does not imply endorsement by NHF of any specific companies, products or services.

   G. Certifications may only be issued by NHF once a particular product or service of a company complies with or satisfies an applicable or relevant standard of NHF. Exclusive certifications should be avoided unless they: (i) are limited to a particular activity for a specified time period (ii) provide meaningful benefit to NHF and the public and (iii) do not prohibit NHF from engaging in different types of activities with competing corporations and/or products.
H. NHF has written guidelines that protect the privacy of people participating in corporate-sponsored activities and programs.

I. NHF will evaluate on an annual basis the total amount of corporate support received as a percentage of total revenue.

J. NHF maintains sole discretion for the content, quality, scientific and educational integrity of all sponsored programs.

K. Sponsorship of NHF’s websites must provide that the home page of hemophilia.org or other areas that specifically target minors are specifically excluded and may not be sponsored or have advertising.

L. Contracts will be executed for each sponsorship, specifically outlining the mutual considerations to be provided, and which articulate the provisions and protections appropriate to the protection of NHF’s interests. These include but are not limited to: (i) the amount of money that will be transferred to NHF; (ii) whether the payment is unrestricted or earmarked to support a particular event or program activity; (iii) a written description of the mission-driven activity supported that both parties will agree to use for purposes of disclosure to the general public; (iv) the manner in which each party will disclose the support to the general public, (e.g., in an easily accessible location on their websites); (v) that NHF retains complete control of and right of approval over all content related to the event or program activity; (vi) the manner in which the privacy of NHF constituents will be ensured; (vii) indemnification for NHF from claims that may be incurred by reason of the sponsorship, and (viii) whether, and if so, how NHF’s name, logo and/or any identifying marks will be used by a corporation.

M. NHF discloses contributions received from corporations. At a minimum, NHF will disclose amounts received from corporations identified on Schedule B of its Form 990. The disclosure will include support received by the national office and chapters owned by NHF only. The disclosure information will be posted on NHF’s website in an easily accessible location within nine months of the close of the fiscal year. Disclosure will include the name of the corporation and the aggregate amount of support provided by that corporation. Such disclosure may be reported in ranges, e.g., $0 - $50,000; $50,001 - $100,000, etc.