

EMDR Research Foundation Sponsorship, Grants, and Donations Policy

As a 501(c)(3) nonprofit organization, the EMDR Research Foundation (“the Foundation”) gratefully accepts tax-deductible corporate sponsorships to support its mission-relevant activities. The Foundation will only solicit or accept sponsorships from corporate entities whose practices, policies, or operations are consistent with the values implicit in its mission.

Purpose

This Policy outlines the EMDR Research Foundation’s approach to both dealing with sponsorship arrangements and the provision of grants and donations. It outlines the principles and procedures for the acceptance and granting of sponsorships, grants and donations and will serve as a guide to the private sector, community organizations and The Foundation’s staff in how to deal with sponsorship, grant and donation issues.

Statement of Policy

The Foundation actively solicits and encourages the business community, service clubs, and other organizations to become sponsors of the Foundation events, programs, and services. The Foundation enters sponsorship agreements with sponsors it deems appropriate. Sponsorship agreements may vary by sponsor. This policy is designed to be mindful of the Foundation’s status as a nonprofit organization under the law. The Foundation only accepts sponsorships that maintain its mission of unbiased research. The Foundation maintains the right to refuse or decline any offer of sponsorship or donation at its absolute discretion or to negotiate with the sponsor concerning any aspect of a proposed sponsorship.

Definitions

A **sponsorship** is defined as a mutually beneficial exchange arranged in advance whereby.

- The Foundation obtains support for a specified activity.
- Sponsorship can be provided by the corporate sector or private individuals to support the Foundation’s activities.
- Sponsor receives acknowledgement in return for cash and/or products and services-in-kind to the Foundation.

A **donation** (including an unconditional gift, bequest or endowment) is a provision of cash or other items of value with no return benefits expected.

- The person or organization providing these may request a modest acknowledgement, or that the support be used for a specific purpose.
- These are not sponsorships or grants.

The difference between sponsorship, grants and advertising:

- Advertising is the leasing of the Foundation space for commercial signage for cash or in-kind returns over an agreed period.
- Advertising is not a sponsorship or grant. However, advertising may be offered as part of a sponsorship or grant proposal.

The difference between sponsorships, grants and joint ventures and consultancies

- Joint ventures are business relationships between the Foundation and private or public-sector individuals or organizations to conduct a joint project.
- Consultancies are business relationships with external individuals or organizations that provide expert advice or services to the Foundation. These are not sponsorships or grants.

Policy Guidelines

The Foundation welcomes corporate sponsorship support of its organizational efforts subject to the following guidelines:

- The Foundation will not accept corporate sponsorship that reflects in a negative manner on the organization, does not align with its mission statement, or is not in the best interest of the health and safety of the organization as determined by decision-making parties listed below.
- The Foundation does not accept sponsorships from EMDR training organizations. The Foundation only accepts sponsorships that maintain its mission of unbiased research.
- The Foundation does not accept corporate sponsorships for certain categories of products and services, including alcohol products, illegal drugs and drug paraphernalia, weapons, tobacco products or establishments, sexual escort services, gambling opportunities or casinos, weight-loss products or plans, and check cashing services.
- The Foundation does not endorse, directly or by implication, any products, services, or ideas except those that are specifically created and supported by the Foundation. Neither individual Board Members nor staff should receive any substantial benefit from association with sponsors. Any commissions, substantial gifts, or other financial benefits should be brought to the attention of the Foundation Board of Directors.
- The Foundation must retain control over any sponsored program and sponsors should not have any input into operational matters relating to a project they have sponsored
- This policy is not applicable to philanthropic contributions, grants, or unsolicited donations in which no benefits are granted to the donor and where no business relationship exists.

Approval

All gifts, grants or in-kind support given with special requirements must be approved by the Foundation Board of Directors. The solicitation of gifts, grants or in-kind support by the Foundation and valued at over \$5,000 must receive prior approval of the Foundation Board of Directors.

Authority for Implementation

The Foundation reserves the right to make decisions regarding the implementation of each grant, gift, or offer of in-kind support. Purchasing decisions of a gift will reside with the Foundation Board of Directors. All details as to design of programs and allocation of resources will also reside with the Foundation Board of Directors. the Foundation reserves the right to deny sponsorships, partnerships, or donations for any reason and to end these arrangements at any time if, in the

opinion of the Directors, the services or image of the Foundation warrant such action.

Recognition and Acknowledgement

The Foundation will ensure that each sponsor or donor receives acknowledgement, and to the degree that the donor is willing, public recognition. The following guidelines will be used in providing acknowledgement to and recognition of sponsors or donors:

- A letter of acknowledgement for gifts of money and in-kind support will be sent to all sponsors and a copy will be placed on file.
- Any special recognition agreements will be stipulated in the letter.
- Public acknowledgement of sponsorship in the Foundation's promotional materials will normally be restricted to a statement of the sponsor's name and a display of logo.
- Standards controlling the size, format and location of such acknowledgment will be developed by the appropriate staff person to ensure both consistency and quality of appearance. Such acknowledgement will not take precedence or have prominence over the Foundation's own logo or promotional material.
- For gifts and/or sponsorships valued at over \$5,000 the Foundation may submit a press release to sponsors and/or publish an article regarding the sponsorship in their own newsletter with the agreement of the Sponsor.
- Acknowledgement of sponsorship may also take the following forms at the Foundation's discretion: Launch of a special program or media campaign to announce the gift.
- Include sponsor's name on promotional materials.
- In all cases, the type and scope of sponsor recognition required by the sponsor will be weighed against the benefit to the Foundation.

Approved Methods of Payment

All sponsorship expenditures must be paid by check or credit card.

Record Keeping

A copy of all relevant documentation related to sponsorship expenditures must be sent to the Foundation, Attention: _____, to allow for proper accounting and preparation of the returns.

Violation of this Policy

This Policy is subject to other related Foundation policies, including, but not limited to the Foundation Policy on Conflict of Interest and Commitment, Code of Conduct, Signatory Authority, and Contract Protocol. Any violation of this Policy or failure to comply with its provisions may result in termination of a sponsorship agreement.