

## **The LAM Foundation Corporate Relations Policy**

The LAM Foundation (“TLF”) considers first and foremost its mission and serving its constituents in all decisions, including whether to enter into a relationship with a for-profit corporation or other entity. In many cases, activities that fulfill the TLF’s mission cannot be accomplished as well alone as they can be through collaboration and alliances among like-minded organizations. It is for this reason that The LAM Foundation seeks to forge appropriate and productive collaborative relationships with corporations and/or others. These relationships are entered into thoughtfully, with careful consideration given to possible unintended effects, especially regarding TLF’s relationship with the public.

This policy is designed to:

- enable the public to better understand the purpose of corporate relationships and appreciate the diligence that is exercised to ensure that the public’s trust and faith are not violated by these relationships.
- inform corporations of the standards and practices under which The LAM Foundation will consider collaborating and forming corporate relationships.

### **I. Criteria for Evaluating Corporate Relationships:**

Corporate partners must demonstrate a commitment to:

- ethical business practices
- safe products and/or services
- support of the TLF’s mission

Corporate partners must demonstrate:

- a focus on reaching The LAM Foundation’s primary audiences
- existing communication channels that reach key audiences
- a favorable public image
- a history of creating successful partnerships with nonprofit organizations or an interest in doing so

### **II. Criteria for Exclusion:**

The LAM Foundation will not engage in corporate relationships with the companies providing products or services that could be perceived as dangerous, unhealthy, or antithetical to The LAM Foundation’s mission.

Additional criteria for exclusion may include:

- unfavorable reputation in the marketplace
- recent negative press

### **III. Criteria for Evaluating Corporate Relationships:**

The LAM Foundation will use the following criteria for evaluating corporate relationships:

- **Independence:** The TLF will exercise independent judgment in all its decision making related to any corporate relationship.
- **Mission-related benefit:** The relationship must provide a meaningful mission-related benefit to the general public or particular constituencies of the TLF.
- **Consistency:** The relationship must be consistent with the TLF's principles, public positions, policies, and standards.
- **Adherence:** The relationship must adhere to all applicable state and local laws and regulations.
- **Non-deceptive communications:** All materials from the corporation or the TLF directed to the public must 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 reported except where a purchase by a consumer causes a donation to be made to the TLF. In such cases, the TLF will disclose the amount or percentage of money from the sale which will actually go to the organization, the duration of the campaign (e.g., the month of September), and any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$200,000).
- **Endorsements:** The LAM Foundation will not endorse products or services for the general public. However, the TLF may from time to time, after careful evaluation, recommend products or services for use by its constituents. Such recommendations will be clearly understandable to a reasonable consumer and will specify whether they address a feature or attribute of the product or its overall efficacy.
- **Certifications:** The LAM Foundation will not issue certifications for products or services.
- **Privacy:** Any personal information collected about people participating in corporate sponsored activities and/or programs will be kept confidential and will not be shared outside the TLF.
- **Balance:** The TLF will evaluate on an annual basis the total amount of corporate support received as a percentage of total revenue.

#### IV. Requirement for Written Agreement

The LAM Foundation will execute a written agreement with any corporation with which it enters into a relationship. The written agreement will clearly indicate:

- The amount of money that will be transferred to TLF, or in the case of a cause-related marketing campaign, the amount or percentage of money from the sale of merchandise which will go to TLF, the duration of the campaign if known (e.g., the month of October), and any maximum or guaranteed minimum contribution amount (e.g., up to a maximum of \$200,000).
- Whether the payment is unrestricted or earmarked to support a particular event or program activity.
- A written description of the mission-driven activity supported that both parties will agree to use for purposes of disclosure to the general public.
- The manner in which each party will disclose the support to the general public, (e.g., in an easily accessible location on their websites).
- TLF retains complete control of and right of approval over all content related to the event or program activity.
- Whether, and if so, how the TLF's name, logo and/or any identifying marks will be used by a corporation. The TLF will not allow its name/logo or identifying marks to be used in any promotion or advertisement that names and compares competing products.

Notwithstanding the foregoing, a written agreement is not necessary for donations received from a corporation if the TLF is not obligated to meet any terms or conditions related to the donation.

## **V. Disclosure**

The LAM Foundation will, unless otherwise prohibited by law, disclose the financial support it receives from those corporations identified on Schedule B of the Form 990.

The disclosure information will be posted on the TLF's website in an easily accessible location within six months of the close of the fiscal year. Corporations will be grouped into monetary ranges for purposes of disclosure (e.g., \$50,000-\$100,000). The disclosure information will also include the total amount of support received from all corporations.

For the purposes of this section, financial support includes money transferred for events and program activities, regardless of whether the corporation treats such support as a charitable donation or business expense for purposes of its filings with the Internal Revenue Service. However, fee-for-service transactions, such as advertising, subscription and publications sales, or exhibitor fees and meeting registrations need not be disclosed.

## **VI. Operating Guidelines**

The LAM Foundation will develop written operating procedures for the review and approval of corporate relationships and the ongoing evaluation of such relationships.

Approved by the Board of Directors of The LAM Foundation on June 22, 2009