WFH Corporate Relations Guiding Principles

Corporate support is indispensable for the WFH to fulfill its mission-related activities, goals and objectives. Therefore, the WFH will accept corporate support so long as it is in accordance with the following principles:

- The WFH will never compromise its independence or engage in a corporate relationship that will affect the organization’s credibility or integrity. In all dealings, it is imperative that the WFH maintain the trust of its members, the public and governments.
- The WFH will determine appropriate areas for corporate sponsorship, types of sponsorship, and length or duration of sponsorship.
- All corporate relationships must have a meaningful benefit to the WFH’s mission and its constituents. The WFH will strive for partnerships that are beneficial to both the donor and the WFH.
- The WFH will treat all corporate sponsors fairly and honestly.
- The WFH will exercise independent judgment in all its decision-making. Thus, the WFH will retain sole discretion for the content, quality, and scientific and educational integrity of all sponsored programs, events and publications.
- The WFH will be open about and communicate its policies regarding relationships with corporate sponsors. WFH materials directed to the public will contain accurate terms or statements such that reasonable individuals will understand the nature and extent of the corporate relationship.
- The WFH will not endorse any product for financial gain and/or as part of any corporate relationship.
- The WFH will have a written agreement with all corporate sponsors prior to the implementation of the corporate relationship.
- The WFH will disclose financial and other benefits it receives from a corporate relationship upon receipt of a legitimate request.
- The WFH retains the sole discretion to determine the use of its name, logo, and identifying marks. Any use of the WFH name, logo, and identifying marks in any corporation’s promotional or educational materials must be approved by the WFH in writing in advance of the use.

The WFH may grant exclusive rights to a corporation for a particular sponsorship for a specified time period if there is sufficient benefit to the WFH and its constituency.