

CRPD
POLICY FOR CORPORATE SUPPORT
Approved June 21, 2016

This document states the Center for Rural Policy and Development's philosophy and guiding principles with respect to corporate support from companies and other for-profit corporations and for avoiding conflicts of interest in pursuing its work as a nonprofit professional and research organization. These principles are designed to maintain a high standard for independence and integrity. Corporate support has permitted Center for Rural Policy and Development to initiate and enhance programs that help it achieve its purposes and fulfill its mission.

One of the Center for Rural Policy and Development's most valuable assets is its reputation for independence and integrity in informing policy with objective research. CRPD is vigilant in ensuring that its relationships with business entities never compromise this asset.

The Center for Rural Policy and Development will accept funds for research, informational and educational activities only when the content is to be determined by Center for Rural Policy and Development. The Center for Rural Policy and Development will maintain complete control, consistent with any donor restriction acceptable to the Center for Rural Policy and Development, of all funds provided by corporations, organizations and individuals. The Center for Rural Policy and Development will not accept any support that implies or requires endorsements of products or activities.

Acknowledgements for corporate support will be limited to the companies' names, logos or slogans that are an established part of the supporters' identities, trade names, addresses and telephone numbers. Recognition of major corporate support will be developed in cooperation with the corporate donors and will be consistent with the level of support and the Center for Rural Policy and Development's mission and purposes. The Center for Rural Policy and Development will seek to develop recognition opportunities that are appropriate and meaningful for both the supporting companies and the Center for Rural Policy and Development. The Center for Rural Policy and Development's intangible intellectual assets, including its name, research and other work, will be protected at all times.

Donors will not be permitted to use the Center for Rural Policy and Development's name or other items for commercial purposes or in connection with the promotion of any product or activity. The Center for Rural Policy and Development board and staff reserve the right to refuse any donation of cash or other real property, services, noncash gifts or any other forms of support if such support is not in keeping with the above principles or for other reasons that the Center for Rural Policy and Development deems appropriate.

Guiding Policies

1. Corporate support for programs and activities should help advance Center for Rural Policy and Development's mission and vision.
2. Any program or activity for which corporate support is accepted must be under Center for Rural Policy and Development's complete control.
3. Center for Rural Policy and Development does not permit corporate support to compromise its independence and integrity.

4. Center for Rural Policy and Development is transparent in its acceptance of any corporate support; the identity of the corporate supporter is disclosed prominently with the activity that is being supported.
5. Center for Rural Policy and Development does not accept corporate support for the development of standards and guidelines or any activity related to governance, strategic planning, policy development, or direct lobbying efforts.
6. Center for Rural Policy and Development acceptance of corporate support does not imply Center for Rural Policy and Development endorsement of the supporting entity or any of its products or activities.
7. Center for Rural Policy and Development publishes the Guiding Principles for Center for Rural Policy and Development Policies Related to Corporate Support on its Web site and invites anyone to bring to the attention of the Center for Rural Policy and Development President or the Chief Executive Officer (CEO) any related questions about any Center for Rural Policy and Development activity.
8. The CEO is responsible for implementing procedures to ensure compliance with the Guiding Principles for Center for Rural Policy and Development Policies Related to Corporate Support and Resolving Conflicts of Interest.