

Corporate Sponsorships and Donations – B-F-003

Board of Health Policy

1.0 Policy Statement

- 1.1 The Board of Health recognizes that corporate sponsorship opportunities can provide mutual benefits for corporate sponsors and the North Bay Parry Sound District Health Unit (Health Unit). Corporate sponsors enhance their image as good corporate citizens and align with credible “health promotion”, and the Health Unit benefits from the increased ability to serve the public and enhance liaison with industry and local business.
- 1.2 The Board of Health recognizes that providing corporate sponsorship or receiving donations can enhance the Health Unit’s ability to meet the Ontario Public Health Standards: Requirements for Programs, Services, and Accountability (Standards) and the health needs of the community.

2.0 Purpose

- 2.1 This policy describes the terms and conditions under which corporate sponsorship is appropriate for Health Unit activities in order to:
 - a) Protect the Health Unit’s integrity and credibility;
 - b) Ensure alignment with the Health Unit’s mission, vision and values;
 - c) Mitigate potential adverse legal consequences by providing a policy for decision making concerning corporate relationships; and
 - d) Ensure revenue streams adhere to the Health Unit’s mandate.
- 2.2 According to Ministry of Health and Long-Term Care (Ministry) policy, **no health unit is permitted to use government funds to provide donations**; therefore, this policy includes terms and conditions under which the Health Unit may receive donations that support annual program plans.

3.0 Scope / Responsibility

- 3.1 This policy applies to all sponsorship and donation agreements between the Health Unit and businesses, organizations, or individuals.
- 3.2 The Board of Health and the Medical Officer of Health/Executive Officer are responsible for implementing this policy and maintaining the Health Unit’s status as a registered charity under the Charities Directorate of Canada Revenue Agency.
- 3.3 All corporate sponsorships are approved by the Executive Team. Once approved, any two members of the Executive Team can sign.
- 3.4 Management approving sponsorship proposals must ensure that all relevant policies and work instructions are adhered to, appropriate consultation and approval authorities are respected, and that insurance, indemnification, and permits have been obtained where applicable.

4.0 Procedure

4.1 Definitions:

Corporate Sponsorship:

- A business relationship whereby marketing and community relations opportunities are exchanged for money, products, or services for mutual benefit. Corporate sponsors expect public recognition for their involvement.
- The primary objective of the Health Unit in any corporate sponsorship venture is the promotion of health as outlined in the Standards rather than the private good of an industry or agency (e.g., money given to a non-profit group).

Partnership:

- An alliance between like-minded organizations where existing resources are shared.
- Health Unit personnel contribute to the delivery of the program or service.
- Partnerships are **exempt** from this policy.

In-Kind Support:

- A product or service provided in lieu of cash.

Donation:

- A donation is the gift of money, products, or services whereby the only acknowledgement expected is a thank you and a receipt for income tax purposes.
- There is no business relationship or association contemplated or required, and no reciprocal consideration is sought by either party.
- The Health Unit **can receive** monetary donations, but the Ministry stipulates that Health Units **cannot provide** monetary donations (see section 2.2).

4.2 General Requirements of Corporate Sponsorship/Donation

- 4.2.1 The Health Unit maintains control over how the funds are used.
- 4.2.2 Agreements must not in any way invoke future consideration or influence, and must not be perceived to influence the Health Unit's day-to-day business.
- 4.2.3 The sponsorship/donation must not cause a Health Unit employee, contracted consultant, or Board of Health member to receive any product, service, or assets for personal gain or use.
- 4.2.4 Advertising devices must not impact the quality and integrity of the Health Unit's properties, and provide no added risks to safety.
- 4.2.5 The sponsorship and advertising opportunity must be appropriate to the target audience.
- 4.2.6 The sponsor, its staff, product, or service must not present an obvious conflict of interest with the Health Unit's mandate, values, and operations.
- 4.2.7 The sponsor, and its product or service, must not be under investigation for violation of regulations under the *Health Protection and Promotion Act* of the Province of Ontario.
- 4.2.8 To enhance accountability, the corporate sponsorship arrangement is documented in writing for transparency to the Board of Health members and staff.

4.2.9 The product or service of the potential sponsor must not be deemed hazardous to individual health or to the environment, or be a health product with unsubstantiated claims or effectiveness.

4.3 Restrictions for Corporate Sponsorships/Donations

The Health Unit does not solicit or accept sponsorship, advertising, or donations from companies whose reputation could prove detrimental to the Health Unit's public image or whose main business is derived from (CPHA, 2009):

- a) The production and/or sale of tobacco products, gambling, pornography, alcohol or other addictive substances;
- b) The support of, or involvement in, the production, distribution, or sale of weapons or other life-threatening products; or
- c) The support of, or involvement in, the production, distribution, promotion, or sale of bottle feeding materials including, but not limited to, breast milk substitutes (formula) and baby bottles.

The Health Unit does not allow advertising, either directly or through third party arrangements, that (City of Ottawa, 2005):

- a) Convey a negative religious message that might be deemed prejudicial to religious groups; or
- b) Present demeaning or derogatory portrayals of individuals or groups or contain anything which, in light of generally prevailing community standards, is likely to cause deep or widespread offence.

The Health Unit ensures that all sponsorship/donation agreements adhere to the Conflict of Interest policy [B-G-003](#) and the [Corporate Sponsorship and Donations work instruction WI-HU-139](#).

Exceptions to Restrictions:

Certain sponsorships may be undertaken with local organizations, like bars and tobacco retailers, when the health benefits to the citizens in the Health Unit's service area clearly outweigh the risks of abuse (i.e., a local bar sponsors an event for sexual health as it is the most appropriate venue to reach the target demographic).

5.0 Records Retention

All records relating to this Policy are retained in accordance with the Records Retention and Management work instruction ([WI-HU-108](#)).

6.0 References

Internal References

- a) North Bay Parry Sound District Health Unit, [Board of Health Bylaws](#).
- b) [Quality Assurance Manual](#) (1999).
- c) Records Retention and Management – [WI-HU-108](#)
- d) Signing Authority - [B-F-006](#)
- e) Conflict of Interest – [B-G-003](#)

- f) Corporate Sponsorship and Donations – [WI-HU-139](#)

External References

- a) *Health Protection and Promotion Act*, R.S.O., 1990, c H.7. [Ontario E-Laws Website](#)
- b) *Municipal Act*, 2001, S.O. 2001, c. 25. [Ontario E-Laws Website](#)
- c) Canadian Public Health Association. 2009. Corporate Relations/Corporate Sponsorship Policy. Retrieved Aug 24, 2010 from: [Canadian Public Health Association Website](#)
- d) City of Ottawa. Dec. 8, 2005. Corporate Policy: Corporate Sponsorship and Advertising. Ottawa: 9 p.
- e) 2015 Financial Planning, Accountability and User Guide for Program-Based Grants for Mandatory and Related Public Health Programs and Services. Ministry of Health and Long-Term Care.
- f) Ministry of Health and Long-Term Care, [Ontario Public Health Standards: Requirements for Programs, Services, and Accountability](#)

7.0 Summary of Revisions

2019-05-17 – Scheduled review with minor revisions to 1.1, 1.2, 2.2, and 4.1.

8.0 Board Policy Development Details

Author: **Executive Team**

Reviewed By: **Isabel Churcher, Executive Director, Finance**

Date Approved by Board of Health: **2019-06-26**

Resolution Number: **BOH/2019/06/05**

Date Approved in Portal by Dr. Chirico: **2019-07-12**

Date Issued: **2019-07-12**

Date Due for Review: **2021-07-12**