



## **Principles for Corporate and Business Support Policy**

### **Introduction**

One Truckee River believes that it can best fulfill its mission through a broad base of support from various sources. However, to maintain its independence and objectivity, it seeks to identify any areas where there may be real or apparent conflicts of interest or where the mission, programs, projects, and independence of One Truckee River could be compromised.

As part of expanding its base of support, One Truckee Rivers willing to consider partnerships with and gifts from the corporate sector.

One Truckee River recognizes that corporations, as profit-centered organizations, have obligations to their shareholders, boards, and employees to be successful. One Truckee River also recognizes that companies support the nonprofit sector not only out of a desire to be helpful, but also with a hope of a return or benefit to the companies.

Given these realities and both legal and ethical considerations, One Truckee Rivers willing to negotiate partnerships and accept support from the corporate sector in ways that will benefit and recognize the supporting companies while enabling One Truckee River to better achieve its mission without compromising its principles.

### **General Guidelines**

One Truckee River, as an independent nonprofit organization, will accept no cash or real property gift, pledge of support or noncash gift or services or enter into any partnership with any company or other organization that produces products that are or may be harmful to people or the environment. Nor will One Truckee River accept any of the above or support from any company or organization that, in the judgment of One Truckee River, exploits people in its product lines, advertising, marketing, work force or in any other way.

### **Principles**

1. One Truckee River will at all times maintain an independent position on policy and educational issues and concerns.
2. One Truckee River will solicit and accept support only for activities that are consistent with its mission.



3. One Truckee River will accept funds for research, informational and educational activities only when the content is to be determined by One Truckee River or an independent group designated by One Truckee River.

4. One Truckee River will maintain complete control, consistent with any donor restrictions acceptable to One Truckee River, of all funds provided by corporations, organizations, and individuals.

5. One Truckee River will not accept any support that implies or requires endorsements of products without prior OTR approval.

6. 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.

7. Recognition of major corporate support will be developed in cooperation with the corporate donors and will be consistent with the level of support and One Truckee River's mission and purposes. One Truckee River will seek to develop recognition opportunities that are appropriate and meaningful for both the supporting companies and One Truckee River.

8. One Truckee River's intangible intellectual assets, including its name, research and other work, will be protected at all times. Donors will not be permitted to use One Truckee River's name or other items for commercial purposes or in connection with the promotion of any product without prior OTR approval.

9. One Truckee River's 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 One Truckee River deems appropriate.