



## National Kidney Foundation™

### GUIDING PRINCIPLES FOR CORPORATE RELATIONSHIPS

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The National Kidney Foundation is a member agency of and meets the **Standards of the National Health Council**, including its standard on corporate relations.

The NKF's Guiding Principles for Corporate Relationships are as follows:

#### Public Stewardship

- ❖ Mission-related benefit: Corporate relationships must have a meaningful NKF mission-related benefit to the general public or particular constituencies of the Foundation.
- ❖ Independence: While NKF accepts financial support and other benefits from corporations, the NKF will always exercise independent judgment in all its decision-making.
- ❖ Consumer Communications: Materials from the corporation or the NKF directed to the public will contain accurate and non-deceptive terms or statements such that a reasonable individual will understand the nature and extent of the corporate relationship.
- ❖ Disclosure: The NKF will disclose the financial benefits it receives from a corporate relationship when a purchase by a consumer causes a donation to be made to the Foundation.
- ❖ Endorsement: The NKF will not engage in any fund raising program which includes the endorsement of a product or service. This does not preclude the U.S. Transplant Games or its Teams from seeking corporate support for "official" products or services "of" the U.S. Transplant Games or a U.S. Transplant Games Team.

- ❖ Exclusivity: For corporate promotions or certifications, exclusivity may be granted to a corporation or product for a particular activity for a specified time period if there is sufficient benefit to the NKF and public, and there is no prohibition against the NKF engaging in different types of activities with competing corporations/products.
- ❖ Consistency: The NKF will not enter into a relationship with a product or corporation that is inconsistent with the NKF's principles, public positions, policies or standards.
- ❖ Privacy: The NKF has written guidelines that will protect the privacy of individuals that participate in its corporate relations activities and/or programs

## Organizational Stewardship

- ❖ Policies: The NKF has Board-approved written policies for corporate relationships, including procedures for review and approval of corporate relationships, and ongoing review and evaluation of such relationships.
- ❖ Compliance: The NKF has a mechanism to assure compliance with its corporate relations policy by Affiliates as well as by the National Organization.
- ❖ Advance Review and Approval: Any use of the NKF name, logo and identifying marks in a corporate relationship must be reviewed and approved by the NKF in writing in advance of their use, including in statements, advertising or other materials from the corporation. Use of the NKF's name/logo and identifying marks shall be specified in addition to the period of usage. The National Kidney Foundation will not allow its name/logo or identifying marks to be used in any promotion or advertisement that names and compares competing products unless the NKF has determined the superiority of the product with which it is associating and can substantiate its superiority.
- ❖ Written Agreement: The NKF will have a written agreement between itself and the corporation prior to implementation of the corporate relationship.

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*If you would like further information about these principles  
or other NKF compliance matters, please contact*

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