

BC Cancer Foundation Cause Related Marketing Policy

Thank you for considering supporting the work of the BC Cancer Foundation and the BC Cancer Agency through your Cause Related Marketing initiative.

Our Vision: A world free from cancer

The BC Cancer Foundation is the fundraising partner of the BC Cancer Agency and the largest charitable funder of cancer research in this province. We enable donors to make contributions to leading-edge research that has a direct impact on improvements to cancer care for patients in British Columbia.

By connecting philanthropy and research, we support the revolutionary advances that will help us achieve our vision of a world free from cancer.

What is Cause Related Marketing?

Cause Related Marketing is defined as marketing which:

1. Is collaborative and mutually beneficial for your organization and BC Cancer Foundation
2. Connects and engages employees/business owners and consumers to social goals
3. Clearly communicates the value of the program to the community partner

PROGRAM GUIDELINES

The following outlines the detailed criteria under which BC Cancer Foundation will consider and manage Cause Related Marketing partnerships:

Best in Class

Relationships will generate a positive impact on the BC Cancer Foundation brand and reinforce BC Cancer Foundation values and reputation.

Strategic Alignment

Potential partners' values, organizational culture and Cause Related Marketing program objectives must be aligned with BC Cancer Foundation's values and Cause Related Marketing strategy, in order to deliver clearly identifiable synergies.

Resource Requirements

BC Cancer Foundation seeks relationships where the resources required are proportionate to the benefits received.

Roles and Responsibilities

Joint Cause Related Marketing campaigns resulting from new partnerships should be well integrated into both parties' business strategies in order to generate the most strategic leverage. Roles and responsibilities of all relevant individuals and departments will be defined and well understood prior to the commencement of a new campaign. Whenever possible, BC Cancer Foundation seeks to work directly with the partner rather than through third party intermediaries.

Evaluation and Reporting

BC Cancer Foundation will work with its Cause Related Marketing partners to measure the short- and long-term success of any joint endeavor and its ability to meet mutually agreed upon objectives.

Benefits

Fair revenue must be received by BC Cancer Foundation, and partnerships will target a minimum \$5,000 annual contribution to BC Cancer Foundation. All partnerships must generate value for BC Cancer Foundation and the company's stakeholders and customers. Where possible, partners will make best efforts to promote and facilitate direct giving to BC Cancer Foundation.

Budget

All project budget constraints and availability will be identified prior to commencement of a Cause Related Marketing campaign. Expenses and staff/volunteer involvement on the part of BC Cancer Foundation will be clearly understood prior to the commencement of the program.

Promotion

BC Cancer Foundation will review and approve all promotional materials involved in any partnership, including but not limited to brochures, media releases, public service announcements, posters, scripts, web pages, advertising and signage. Promotional materials that refer to BC Cancer Foundation can only be used with written permission from BC Cancer Foundation. Furthermore, changes to BC Cancer Foundation's promotional material associated with the partnership can only be made with BC Cancer Foundation's review and prior approval.

All promotional materials must clearly state the percentage of proceeds and/or the portion of the ticket price/ purchase that will benefit BC Cancer Foundation.

Any representation of the BC Cancer Foundation logo on a product and/or print and online collateral must include attending language that specifies the relationship and BC Cancer Foundation's connection to the product and/or material in question. BC Cancer Foundation must review and approve all such materials prior to implementation.

Endorsement

When BC Cancer Foundation's brand would appear alongside a particular product or service, BC Cancer Foundation will conduct its own independent evaluation of the product or service, including a review of published research, to make a decision about the proposed partnership. However, BC Cancer Foundation will not endorse or approve of any product or company, and a statement to this effect will be included in any promotional material associated with any Cause Related Marketing product- or service-based campaign.

Database

BC Cancer Foundation does not allow its partners direct access to its database. BC Cancer Foundation's privacy policy is available at <http://bccancerfoundation.com/we-respect-your-privacy>

Accountability and Independence

BC Cancer Foundation actively seeks opportunities to work with external organizations to achieve shared objectives. However, it is important that BC Cancer Foundation maintains its independence and does not allow an external partnership to bring its name into disrepute.

Fiscal Responsibility

BC Cancer Foundation will require that in any fundraising project run by a partner, the amount spent on expenses (event expenses, advertising) does not exceed the established industry standard level for that type of event or promotion. BC Cancer Foundation will not cover operational expenses or start-up costs for a Cause Related Marketing campaign. If campaign expenses are greater than the total collected, the group conducting the campaign will be responsible for payment of these additional expenses. BC Cancer Foundation does not issue tax receipts for Cause-Related Marketing Programs, in compliance with Canada Revenue Agency Guidelines.

Intellectual Property

BC Cancer Foundation will retain full rights to all of its intellectual property including logos and visual identity, trademarks, and written and multimedia materials.

Limitations

The BC Cancer Foundation does not enter into Cause Marketing Agreements in the following business categories:

- Tobacco
- Gambling
- Firearms/Munitions
- Pyramid schemes
- Pornography

Cancellations and Changes

All changes to a planned and/or active Cause Related Marketing campaign must be mutually agreed upon by both parties, and will not be executed without BC Cancer Foundation's review and prior approval. If circumstances warrant, BC Cancer Foundation may at any time decide to cancel a planned and/or active campaign.

Legal Agreement

All partnerships involving a product or service valued over \$5,000 per year require a legal agreement. BC Cancer Foundation must assume no legal or financial liability associated with the program.

PROGRAM EXECUTION

The following outlines the process for submission of a proposed Cause Related Marketing partnership:

How do I get permission to run a Cause Related Marketing program?

Promoters or initiators of Cause Related Marketing programs or products are asked to complete a Cause Related Marketing Proposal outlining the details of their program including:

1. The portion of funds allocated to the Foundation;

2. How funds will be raised (i.e. product sales, ticket sales, service offering, etc.); and
3. The responsibilities of the individuals involved in the sale.

Once completed, please send proposals to the BC Cancer Foundation either by email (lindsay.abbott@bccancer.bc.ca or mail:

**BC Cancer Foundation
150 – 686 W Broadway
Vancouver, BC**

**Canada V5Z 1G1
Attention: Lindsay Abbott**

What happens after the proposal is submitted?

1. The BC Cancer Foundation will review your submission.
2. If necessary, the BC Cancer Foundation will contact you to clarify any questionable areas such as BC Cancer Foundation expectations, program feasibility, financial procedures and brand requirements.
3. Once approved, BC Cancer Foundation will send you a letter of approval/authorization.
4. Please note: Completion of the Cause Related Marketing Application does not constitute permission from BC Cancer Foundation to use BC Cancer Foundation's name, logo or trademarks. Once you receive a letter of approval, you may use BC Cancer Foundation's name, and trademarks in accordance with the terms of agreement and subject to BC Cancer Foundation review.

BC Cancer Foundation reserves the right to cancel the agreement, including use of the BC Cancer Foundation brand, with 24 hours notice with just cause.

What do I need to know once my program is approved?

Following the receipt of an approval letter, you can begin executing the program in collaboration with BC Cancer Foundation. Please keep in mind these important items while planning is underway:

1. BC Cancer Foundation and volunteer involvement and expected time commitment must be agreed upon prior to the commencement of the program. BC Cancer Foundation is generally unable to provide administrative assistance for the event unless approved in advance.

2. You may include the following statements in any promotional materials: XXX proceeds (i.e. state a specific percentage or all proceeds) will benefit the BC Cancer Foundation. Or you may say “Five dollars from each product sold will benefit the BC Cancer Foundation”.
3. In the instance of an event, BC Cancer Foundation must receive a list of potential sponsors for the program before they are approached to minimize overlap with other BC Cancer Foundation sponsored programs or events.
4. It is the BC Cancer Foundation’s policy not to provide mailing lists of Foundation volunteers or donor/participants names.
5. It must be clearly established prior to the commencement of the program which items are to be receipted and where applicable, at what percentage. This information must be printed on all promotional materials (all materials must be approved by BC Cancer Foundation before printing)

What support can I expect from BC Cancer Foundation for my program?

The BC Cancer Foundation is pleased to offer the following support following approval of your cause related marketing program:

1. Make available various promotional materials such as existing organizational brochures, annual reports, banners, etc.
2. Issuing of tax receipts (for donations only).

Once complete, what next?

Once your program is complete it is time to make your donation. Here are some important items to remember:

1. Within 30 days after the end of your program, the manager/ organizer must submit to BC Cancer Foundation a detailed financial breakdown of all expenses and revenues along with the program proceeds.
2. BC Cancer Foundation requires that all revenue cheques be made payable to the BC Cancer Foundation.

The BC Cancer Foundation greatly appreciates your efforts to help us continue funding research and care. If you have any questions and any time, please do not hesitate to contact us.