

**AUDUBON NATURLIST SOCIETY**  
**POLICY REGARDING CORPORATE GIFTS**  
**April 10, 2008**

The Audubon Naturalist Society (ANS) is the oldest and largest independent nonprofit environmental organization serving the Washington, DC region. The ANS mission is to foster stewardship of the region's environment by educating citizens about the natural world, promoting conservation of biodiversity, and protecting natural habitat.

The ANS reputation is built on its solid and impressive record of environmental education and conservation achievements. The effectiveness of ANS is due to the quality of its programs, the objectivity of its board and staff, and the soundness of its mission. These values are of paramount importance in its relationships with Corporations and other organizations.

ANS welcomes and encourages the participation of the Corporate community in support of the varied programs and activities of the organization. ANS, in accordance with the following policy, will seek the following types of restricted and unrestricted support from Corporations:

- cash grants,
- in-kind donations,
- employer matching gifts, and
- Corporate sponsorships.

**I. Corporate Inquiries Directed to ANS**

The ANS Development Staff will respond to general requests for information from Corporations, or from persons acting on behalf of Corporations, about ANS, its Board of Directors, staff and programs. When appropriate, The Director of Development will send a personalized letter to the requesting party.

**II. Matching Gifts and the Environmental Fund of Maryland**

All ANS member donations that are accompanied by an application for a matching gift from the member's Corporate employer will be accepted and processed by the ANS Development staff. All Corporate donations received in connection with ANS's affiliation with the Maryland Environmental Fund and its employee payroll deduction workplace campaigns also will be accepted.

### **III. Guidelines for Accepting Corporate Gifts**

The ANS Development staff will review the names of all Corporations offering unsolicited gifts and Corporations from whom ANS is seeking funding with the Executive Director. The Executive Director may solicit the views of ANS Board members regarding the suitability of specific corporations.

ANS will not accept support from Corporations that, on the basis of this review:: the Executive Director judges:

- Are engaged in the production or distribution of goods or services that conflict with the ANS mission,
- That operate, or appear to operate, in a manner that may be perceived as being in conflict with the ANS mission, or
- That have taken public positions or otherwise may be perceived by the public as holding positions that are in conflict with the ANS mission.

### **IV. Professional Services**

Consistent with these guidelines, ANS will seek and consider offers from Corporations and businesses for pro bono or reduced rate professional services for items such as graphic design, printing, production, public relations, media, marketing, travel, and overnight accommodations.

### **V. In-Kind Donations**

Consistent with these guidelines, ANS staff will seek and consider offers, from Corporations and businesses for in-kind donations of:

- food, beverages and site locations for special events and meetings
- computers, office equipment and necessary materials used in the daily course of conducting its business
- Materials and services used to maintain and improve its sanctuaries and other facilities
- non-cash contributions such as supplies, equipment, meeting space, "air time" on radio or TV for public service announcements, professional services provided on a pro bono or volunteer basis, or other goods or services for which market values are ascertainable.

### **VI. Acceptance of Sponsorship, Joint Sponsorship and Proceeds**

Consistent with these guidelines, ANS will solicit and consider Corporate sponsorship and underwriting for events, special programs, publications, and meetings.

## VII. Endorsements and Disclosure

In order to avoid any perception of a conflict of interest, anonymous Corporate donations or sponsorships will not be accepted unless approved by the Board of Directors. Corporate publicity should not claim that the ANS endorses products or services or make unauthorized use of our name or logo. ANS will publicly acknowledge Corporate support through a variety of means such as its Annual Report, Web site, and Audubon Naturalist News.

The Corporate donor may, at its option, report its gift in their annual financial statement. Any further public announcement, whether orally or in writing, by either ANS or the Corporation, shall be made only after the text of such an announcement is approved by both ANS and the Corporation.

## VIII. ANS Representation

The ANS Development staff will make every effort possible to see that the ANS name is not manipulated for use in conveying any Corporate message. Unless specifically authorized by the Executive Committee of the ANS Board of Directors, ANS will not participate in formal planning of Corporate advertising campaigns, and neither ANS Directors nor staff will appear as representative of ANS on behalf of Corporations or agree to be quoted, paraphrased, or mentioned for Corporate advantage.

Signed *S/Mykes Taylor* Date *April 9, 2008*  
Chair of ANS Development Committee

*Edwin H. Clark, II* Date *May 21, 2008*  
ANS President