

DRAFT

Great Lakes United Policy Criteria For Corporate Funding

Policy Objective

The objective of this policy is to provide a rational, systematic and consistent method by which to evaluate the acceptability of potential corporate funders of Great Lakes United.

Policy Statement

It is the policy of Great Lakes United to solicit and accept funding from companies whose standards and practices illustrate a commitment to good corporate citizenship. In particular, Great Lakes United will refrain from dealing with companies whose activities include:

1. a lack of commitment to environmental protection and conservation;
2. unfair labour practices, including strikes and lockouts;
3. unacceptable occupational health and safety measures;
4. a lack of affirmative action policies and practices;
5. the production, importation or distribution of pornographic materials;
6. the manufacture of military weapon systems;
7. links with repressive regimes;

8. no demonstrated responsibility to the community in which they are located;
9. the manufacture and/or the ~~distribution~~ of tobacco products.

#### Policy Implementation

Prior to soliciting funds from corporate donors, the Executive Director of Great Lakes United will evaluate each company's acceptability based on the policy criteria. Sources on which this evaluation should be based, in part, are the boycott lists of the Canadian Labour Congress, Ontario Federation of Labour and the AFL-CIO; the corporate sponsorship list of the Canadian Environment Network, and the funding criteria of the Great Lakes Protection Fund. This evaluation will form part of a report the Executive Director will make to a standing committee of the Board, the Corporate Funding Committee.

The Committee will be comprised of at least three members of the Board, representing the environmental and labour communities and other interested parties. After evaluating the report of the Executive Director, the Committee may make further investigations or may formulate a recommendation to the Board. This recommendation will include information on the donor's acceptability based on an evaluation of the established criteria.

This policy and its implementation will be evaluated at the end of one year to determine its effectiveness in meeting Great Lake United's stated policy objective.

**PRODUCT ENDORSEMENT  
FUNDRAISING PROMOTIONS**

**Items for Policy Statements**

**1. Liability -- Before promotional fundraisers are initiated, a checklist of potential liabilities are completed.**

- \* product safety liability
- \* any (estuarine) liability

**2. Use of Name -- Product must be consistent with GLU Policy Resolutions, and must include a statement that Great Lakes United's name should not be construed as endorsement.**

**3. Staff and Time Commitments -- no commitment of significant staff time or promotion without conferring with President & BOD.**

**4. Non-Profit Status Protections -- A study of implications for GLU's non-profit status will be carried out.**