

Ethics of association policy for fundraising

Introduction

This policy seeks to assure that our work is funded ethically.

The policy sets out our criteria for individuals, companies and grant giving bodies, and the process we follow to review funding opportunities, making our expectations clear to all our stakeholders.

True to our identity and values, by ethical we mean avoiding funding relationships with organisations or activities that harm people or the environment, are at conflict with the protection of patients' rights and best interests.

Policy statement

Auckland Hospital Foundation (AHF) creates opportunities for funders to advance healthcare in partnership with Auckland City Hospital and its associated Te Toka Tumai sites. It needs to attain diverse income sources and partnerships to achieve and sustain its mission. However, it is vital that it maintains its independence and does not allow any external partnership or donor alignment to bring either AHF or Te Toka Tumai's reputation into disrepute or compromise the integrity or quality of the work.

AHF therefore accepts financial support from and partnerships with companies, individuals and grant giving bodies on the following conditions:

- It will advance healthcare at our hospitals in line with its objectives.
- There is no known risk of adverse publicity.
- There is no attempt to influence hospital policies or decisions.
- There is no known threat to government funding and procurement.
- There is no known or potential conflict of interest* for Te Toka Tumai or AHF staff.

*Conflict of Interest is defined as: a set of circumstances that creates a risk that professional judgment or actions regarding a primary interest will be unduly influenced by a secondary interest. Primary interests include promoting and protecting the integrity of research, the welfare of patients, and the quality of medical education. Secondary interests may include not only financial gain but also the desire for professional advancement, recognition for personal achievement, favours to friends, family, students, colleagues and associates. Reference <https://www.ncbi.nlm.nih.gov/books/NBK22937/#a2001902bddd00035>

If upon initial review any of these criteria are in question, a full risk assessment will be undertaken by the AHF Trustee Board in collaboration with Te Toka Tumai leadership for final decision.

Criteria

The following criteria, together with the risk management process, provide a route by which AHF Board members can review and assess key relationships:

- Neither AHF nor Te Toka Tumai will promote/endorse any products or services knowingly linked to the harm or detriment of people's health or their environments.
- Only AHF will have direct access to its database, target groups and beneficiaries. In accordance with regulations, third parties will not be granted access.
- To ensure that all cause-related promotions reflect the charity's values, any such initiatives will be reviewed by the relevant AHF Trustees.
- Any work funded by a company will be accompanied by appropriate disclosures that accurately reflect the nature of the relationship. See reference to Medicines NZ guidelines for disclosure of transfers of value (Oct 2020).

Avoidance criteria

AHF will not accept financial or pro-bono support for Te Toka Tumai, and will not knowingly prospect from individuals, companies or grant giving bodies knowingly involved with any of the following activities:

- The manufacture of products or services proven to be detrimental to health and wellbeing such as; tobacco or alcohol, sugary drinks and junk food
- The production and sale of pornography
- The manufacture of arms
- Human rights violations, including but not limited to child labour, exploitation or other forms of abuse to children
- Activities, literature or policies that promote prejudice based on gender, ethnicity, and faith or discriminate against people with disabilities or LGBTQI communities.

Due diligence criteria

Due diligence will be carried out to satisfy any questions prior to or, if not anticipated, within one month of receiving a gift equal to or greater than \$10,000.

Acceptance criteria

When deciding whether to accept a donation, the Director and the Trustees have a duty to demonstrate that they have acted in the best interest of the charity, and that association with any donor or organisation does not compromise AHF or any of Te Toka Tumai's ethical positions, harm their reputations or put future funding at risk. AHF complies with all relevant legislation.

AHF therefore would not accept a donation that:

- Was known to be associated with criminal sources or obtained from criminal acts including terrorism
- Would help further a donor's personal objectives or partner's commercial objectives, which conflict with this policy.
- Would lead to any detrimental impact on public support for AHF or risk a fall in the resources available to fund its work
- Would otherwise significantly damage its reputation.

Transparency

This policy is published on AHF's website. All private donations and partnership arrangements must be in line with this policy.

Our wider relevant policies

- Privacy policy
- Donor recognition policy
- Ethics in fundraising policy – "keeping our people safe whilst fundraising"