

## **Alpha-1 Foundation Corporate Relations Policy**

### A. Purpose

The purpose of this policy is to ensure that the corporate relationships entered into by the Alpha-1 Foundation are conducted in a manner consistent with its mission, principles, public positions, policies and standards.

### B. Basic Requirements

Corporate relationships may be entered into by the Alpha-1 Foundation, but must follow at least the basic requirements set forth in this section.

1. Independence

While the Alpha-1 Foundation accepts financial support and other benefits from corporations, the Alpha-1 Foundation will always exercise independent judgment in all its decision-making.

2. Consumer Communications

Materials from the corporation or Alpha-1 Foundation 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.

3. Disclosure – Consumer Purchase

The Alpha-1 Foundation 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 Alpha-1 Foundation. The Alpha-1 Foundation will disclose the amount or percentage of money from the sale which will actually go to the Foundation, the duration of the campaign, and any maximum or guaranteed minimum contribution amount.

4. Disclosure – Financial Support

The Alpha-1 Foundation will disclose financial support received as a result of a corporate relationship on its website on an annual basis within six months of the close of the fiscal year.

5. Endorsement

The Alpha-1 Foundation will make it clear to a reasonable consumer if the Alpha-1 Foundation is endorsing a product and, in such case, whether it is endorsing a specific feature or attribute of the product or the product's efficacy. Special scrutiny, including regulatory guidelines, must be applied when prescription and over-the-counter drugs and devices are involved to avoid unintended endorsement, suggestion of product superiority, or bias for or against a specific product.

6. Certification

The Alpha-1 Foundation may issue a certification once a particular product or service of a company complies with or satisfies an applicable or relevant standard of the Foundation. Exclusive certifications will be avoided unless they: (i) are limited to a particular activity for a specified time period (ii) provide meaningful benefit to the organization and public and (iii) do not prohibit the organization from engaging in different types of activities with competing corporations and/or products.

7. Exclusivity

In general, there will not be exclusive arrangements in promotions or certifications, although exclusivity is acceptable for sponsorships or licensed products. Regarding 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 Alpha-1 Foundation and the public, and there is no prohibition against the Alpha-1 Foundation engaging in different types of activities with competing corporations/products.

8. Advance Review and Approval

Any use of the Alpha-1 Foundation name, logo and identifying marks in a corporate relationship must be reviewed and approved by the Alpha-1 Foundation in advance of their use, including in statements, advertising or other materials from the corporation. Usage of the Alpha-1 Foundation's name/logo and identifying marks shall be specified in addition to the period of usage. The Alpha-1 Foundation shall not allow its name/logo or identifying marks to be used in any promotion or advertisement that names and compares competing products unless the Alpha-1 Foundation has determined the superiority of the product with which it is associating and can substantiate its superiority.

9. Written Agreement

The Alpha-1 Foundation will have a written agreement between itself and the corporation prior to implementation of the corporate relationship. The agreement will clearly indicate: (i) the amount of money that will be transferred to the Foundation; (ii) whether the payment is unrestricted or earmarked to support a particular event or program activity; (iii) a written description of the mission-driven activity supported that both parties will agree to use for purposes of disclosure to the general public; (iv) the manner in which each party will disclose the support to the general public, (e.g., in an easily accessible location on their websites); (v) the organization retains complete control of and right of approval over all content related to the event or program activity; and (vi) whether, and if so, how the organization's name, logo and/or any identifying marks will be used by a corporation.

10. Compliance

If in the future the Alpha-1 Foundation develops local or state divisions, it will create and implement a mechanism to assure compliance with the corporate relations policy in all levels of the organization.

11. Privacy

The Alpha-1 Foundation policy on not sharing mailing list information will apply to all corporate relationships.

12. Adherence

The relationship must adhere to all applicable state and local laws and regulations.

13. Annual Evaluation

The Board of Directors will, on an annual basis, evaluate the total amount of corporate support received as a percentage of total revenue.

C. Review and Approval of Corporate Relationships

1. Initial Review

In order to qualify for approval, a potential corporate relationship must first satisfy the basic requirements as well as undergo vigorous scrutiny to confirm such a relationship would be consistent with the Foundation's mission, principles, public positions, policies and standards.

2. Approval

After completing the review process, the Board of Directors must approve the corporate relationship based on its meaningful mission-related benefit that will be received by the general public or a particular constituency of the Alpha-1 Foundation.

3. Ongoing Review and Evaluation

The Board of Directors shall review and evaluate the corporate relationship in terms of meaningful mission-related benefits in an on-going basis to be determined when the relationship is initially approved.