

## SONOMA VALLEY FUND SPONSORSHIP POLICY

Revised Per Discussion at the May 2016 Advisory Board Meeting

**\*\*\*Requires Review and Approval by CFSC\*\*\***

### NEUTRALITY

As an affiliate fund of Community Foundation Sonoma County (CFSC), and having authority from and through CFSC as a grant making organization for and on behalf of CFSC, the actions of Sonoma Valley Fund (SVF) and its board members are to evidence neutrality/a lack of bias in communications and interactions with Sonoma Valley nonprofit organizations.

### PUBLICIZING EVENTS FOR SONOMA VALLEY NONPROFITS

SVF may accept requests from Sonoma Valley nonprofit organizations to publicize local events in SVF E-Blasts, newsletters or other forms of communications. Requests may be accepted regardless of whether an organization has or has not received one or more grants from CFSC through the work of SVF. Such publicized notices are to include a disclaimer stating that SVF is not sponsoring the event, endorsing the nonprofit, or guaranteeing the outcome of the event or work of the nonprofit

### SPONSORSHIP DESIGNATIONS

SVF may, at the discretion of its board and upon the approval of CFSC, give a sponsorship designation to a) the programs and services of other *Sonoma Valley nonprofit grant-making organizations* when the SVF board and CFSC believe that such programs and services are in line with the work of SVF and its overall mission, and support the effective functioning of Sonoma Valley nonprofit organizations, and b) community issue-oriented forums, meetings and convenings offered by *Sonoma Valley community-based organizations* when the SVF board and CFSC believe that the topics to be addressed at such forums, meetings and convenings are in line with the work of SVF and serve the overall mission of SVF.

Sponsorships may consist of only the use of the SVF and CFSC names and logo or may, in addition, be financial in nature.

SVF board members act as private citizens when involved in community actions, and political issues or campaigns.

## DRAFT PROCEDURES FOR SPONSORSHIP POLICY

There is potential risk to the reputation of SVF when it agrees to publicize events or information about a Sonoma Valley nonprofit on its web site, since viewers may perceive such publicizing as an endorsement by SVF of the organization, its event or work. Therefore, careful consideration must be given to all publication requests by the SVF Communications Committee prior to any recommendation it may make about the request to CFSC.

The request review by the SVF Communications Committee should consider the notice's content, and follow the SVF policy for such requests as such policy may be in existence from time to time.

Further, any sponsorship requests will also be reviewed and considered by the SVF Communications Committee for not only content, but also to determine whether the program or service to be sponsored is in line with the work of SVF and its overall mission. The Communications Committee reviews and recommendations shall be presented to the SVF board for a final decision whether to recommend a request to CFSC.