



SANTROPOL ROULANT CORPORATE PARTNERSHIP POLICY

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CONTEXT

In the past, Santropol Roulant has not had an official guideline or policy for making decisions around corporate partnerships. Tobacco companies and weapons manufacturers were specifically identified in an official Roulant policy as an undesirable corporate partner. Broader conversations were had about other potential partners without the adoption of an official practice. Specific decisions have historically been made on an ad-hoc basis, often flagged and championed by individual staff members.

PURPOSE

The following Corporate Partnership Policy allows Santropol Roulant staff to assess the values alignment of a corporate partner with the Roulant's mission and values. Santropol Roulant strives to engage with corporate partners with transparency and authenticity, to emphasize the importance of values alignment in the decision-making process, and communicate the importance for the Roulant to collaborate with and influence the company for social change. Social change starts with an at-times challenging conversation, but one that ultimately allows for greater social impact.

HOW THE ROULANT ENGAGES WITH CORPORATE PARTNERS

Santropol Roulant **DOES** engage with businesses and corporations for the following opportunities:

- Volunteering & Tours
- Rentals & Social Entrepreneurship
- Donations, Third Party Fundraising & In-Kind Donations
- Sponsorship (including visibility)

Santropol Roulant **DOES NOT** engage with businesses and corporations for the following, under any circumstances:

- Naming sponsorships*

*A naming sponsorship is a type of sponsorship in which a corporation, person, or other entity purchases the right to name a facility, object, location, program, or event, typically for a defined period of time.

THE DECISION MAKING PROCESS

The Fundraising team will assess the values alignment between the corporate partner and Santropol Roulant, based on the Roulant's mission, values, and core principles as well as the 5 categories below. Next steps can be assessed based on the strength of the values alignment across all categories.

I. ASSESSING THE VALUES ALIGNMENT

First and foremost, the business or corporations's policies and activities must not fundamentally contradict the mandate and core principles of Santropol Roulant, have a negative impact on the Roulant's target groups, or in any way damage Santropol Roulant's reputation.

The potential corporate partner will be assessed based on values alignment including:

- Adherence to labour rights and practices
- Impact of products or practices on human health and environment
- Impact of products or practices on human systems and communities, such as wealth disparity,
- Implementation of community-oriented investment practices,
- Existence and observance of a Corporate Social Responsibility mandate.

II. NEXT STEPS BASED ON ALIGNMENT

TYPE OF ENGAGEMENT	5	4	3	2	1
Team building and tours	✓		✓		✓
Rentals & Social Entrepreneurship	✓		✓		maybe
Donations, Third Party Fundraising & In-Kind	✓		maybe		big conversation
Sponsorship	✓		maybe		big conversation

THE DECISION MAKING PROCESS

III. WHAT HAPPENS WHEN THE VALUES ALIGNMENT IS WEAK (1-2)

Team-building & Tours

Partnership? Yes

Why? This is a way to engage with and influence the corporate partner. It is also usually to the benefit of individual employees and a useful educational and fundraising tool.

Rentals & Social Entrepreneurship

On pause as of October 2021

Services & Internal events? Yes

Why? This is a way to engage with and influence the corporate partner. There is generally limited to no external promotion of internal events or purchase of Social Entrepreneurship services.

Public events? Maybe

Why? While the opportunity to engage and influence is still a factor, corporations with weak alignment may try to leverage Santropol Roulant's reputation to whitewash an unfavorable public image. Assess on a case-by-case basis the level of public promotion and the risk to the Roulant of being associated with a company or campaign that does not align well with its values.

Donations, Third Party fundraising & In-Kind

The Big Conversation (see below)

Note: Some donations come through on the website unsolicited and without prior notice. The Big Conversation may come in the form of follow-up and would instead be focused around recognition in our annual report and website (standard for donations above \$500). The outcome may be that the donor is not recognized.

Sponsorship

The Big Conversation (see below)

THE DECISION MAKING PROCESS

IV. THE BIG CONVERSATION

When potential corporate partners have a weak values alignment in one or more categories, the conversation around partnership* should focus on a couple key questions.

