

CAM Sponsorship Policy

Reference Code	P-AGM-501
Original Policy	February 2021
Last Revision	April 2024

POLICY

The sponsorship policy ensures that new and existing sponsors align with the Canadian Association of Midwives (CAM) mission, vision, and values. The policy outlines a due diligence process that allows appropriate CAM staff to approve, escalate approval or refuse potential sponsorships in a consistent manner and to address questions or concerns from members and stakeholders.

The Canadian Association of Midwives (CAM) is committed to fostering meaningful partnerships with organizations that share our values and contribute to advancing midwifery and our **mission to increase equitable access to excellent sexual, reproductive & newborn midwifery services for everyone.**

CAM has implemented sponsorship guidelines to ensure that sponsorship relationships **align with our vision, mission, and values.**

In support of these guidelines, we seek to partner with companies that share our values of Equity, Integrity, Responsibility, and Respect.

EQUITY: We work to eliminate policies, practices, attitudes, and cultural messages that reinforce differential outcomes.

INTEGRITY: We conduct our work ethically and with honesty, transparency, and wholeness.

RESPONSIBILITY: We are accountable to our communities and to everyone we work and partner with.

RESPECT: We treat people and expect to be treated in a positive, dignified manner that acknowledges people for who they are and for their contributions.

AND that align with CAM's adopted **public positions and policies**, including commitments to deliver programming and activities that are:

- Evidence-based
- Rights-based
- Inclusive
- Anti-racist
- Culturally safe
- Environmentally sound

For more information <https://canadianmidwives.org/about-cam/#position-statements>

GENERAL GUIDELINES

CAM will solicit and accept partnerships that align with some (or all) of the following guidelines; specifically, we seek partnerships:

- For activities and programs that are consistent with the CAM’s mission, vision, values.
- That promote excellence in midwifery and enhance membership offerings.
- That support or advance CAM’s advocacy efforts.
- That help member and partner associations carry out their mandate effectively to advance the profession of midwifery and deliver relevant programming.
- With companies that produce equipment, materials, medication or other supplies or services that are used by midwives.

CAM will NOT solicit or accept partnerships:

- That are not aligned with CAM’s mission, vision, and values.
- That have the potential to damage CAM’s reputation or relationship with members or other stakeholders.
- That infringe on sexual or reproductive health and rights.
- That are not inclusive or are discriminatory.
- That do not comply with the World Health Organization’s International Code of Marketing of Breast-milk Substitutes (WHO Code). This applies only to companies with possible exposure.
- That are materially involved in the production or distribution of Tobacco; Alcohol; Marijuana, Weapons and Firearms.
- That jeopardize the independence of the association.

DEFINITION

A sponsorship is a mutually beneficial arrangement in which a private-sector or non-private-sector partner commits resources to support an event, activity or program undertaken by a not-for-profit organization with the expectation of a non-cash return or benefit. Sponsors at CAM include sponsors of our programming and activities, including conferences, online learning, and other events, but they **do not include government funding and grants.**

ACCOUNTABILITY

The Program Development and Research Lead is responsible for monitoring the implementation and use of this policy. The Executive Director is responsible for ensuring the policy remains appropriate and relevant to CAM and its partners.

This policy will be reviewed and approved by the Board of Directors every three (3) years, or more often as required.

PROCESS

The process for ensuring values alignment and assessing partnerships is as follows:

Transparency

The first step to ensuring value alignment is through having a visible policy. The Sponsorship Policy is public, visible, clear, and communicated to all current and potential sponsors through CAM's website, marketing, registration forms, solicitations, discussions, and agreements. Potential sponsors will be asked to indicate alignment with the policy.

Assessment

The second step is to assess potential partners. The level of assessment will be applied on a sliding scale based on sponsorship amount and other variables, including existing partnerships, profile, and impact on CAM's programming and activities (see 'Approvals'). ** When soliciting a sponsor, the assessment process should be followed **prior to** approaching the sponsor, in accordance with the sponsorship amount or other considerations.*

1. General Guidelines

The general sponsorship guidelines will be considered for assessing any proposed sponsorship. **If there is uncertainty about the general guidelines, an internal review will be completed.*

CAM is seeking partnerships that meet one or more of the specified criteria.

2. Internal Review

High-impact sponsorships or sponsorships valued at over 10K will undergo further internal review. **If there is uncertainty after completing an internal review, an external review will be considered and/or concerns will be escalated to the Finance, Audit & Risk Committee or Board for review.*

Responsible staff will complete a review of potential partners, including web searches and other referencing as needed to determine their compliance with the general guidelines and sponsorship policy.

Refer to Appendix A for example review methods.

3. External Review

An external review should be completed if an internal review raises questions about the sponsor's eligibility or as deemed appropriate to evaluate high-value or high-impact partnerships.

Approval

- **Responsible staff can approve sponsorships under 10K** if the sponsor has seen and agreed to CAM's sponsorship policy.
- **Sponsorships over 10K** will be approved and reviewed for compliance with the sponsorship policy by CAM's Executive Director.



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- **Sponsors may be pre-approved** if CAM has an ongoing partnership in good standing or if the sponsor has been approved by responsible staff as part of a prospect list.
- **Sponsors who fail to meet the requirements** will be added to an ineligible list and re-evaluated annually.

Documentation

- **Sponsors approved or pre-approved** through this process will be recorded and re-assessed when agreements are renewed.
- **Sponsors who fail to meet these requirements** will be recorded and re-assessed for future consideration or inclusion on prospecting lists.

Appendix A: Internal Review Scan

The responsible staff or the Board may need to conduct an internal review to ensure that the sponsorship aligns with CAM's sponsorship policy and that the material benefits outweigh the risks. These reviews may consist of web searches and other referencing as required.

Example search methods:

Boolean search in Google, based on publicly available news and other web-based resources, that include targeted searches for midwifery-specific considerations and involvement in excluded activities.

Search process:

Searches will cover a two-year span ending on the search date.

- Insert company name within parentheses.
- Copy term to Google search box.
- Run the search.
- Select Tools (in the upper right corner).
- Select drop-down arrow beside "Any time."
- Select Custom range ...
- In the "From" box, enter current date minus two years (mm/dd/yyyy)
- In the "To" box, enter current date (mm/dd/yyyy)
- Select Go

Search Examples:

Midwifery specific

- **(company name)** AND ("WHO code" OR "breast-milk substitute" OR "reproductive rights")

Exclusionary

- **(company name)** AND (tobacco OR weapon OR "cluster munition" OR firearm OR gun)

Controversies

- **(company name)** AND (allegation OR litigation OR violation OR lawsuit OR illegal OR penalty OR conflict OR fatality OR death OR abuse OR harass* OR discrimination OR (child labour) OR sweatshop OR slave* OR traffic* OR pollutant OR contaminant OR bribe* OR corruption OR fraud OR terrorism)

AI Tools (ChatGPT, for example) must be used appropriately and responsibly.

- ChatGPT and other technologies are AI language models and can make mistakes. It is important to provide oversight to ensure that the AI technology is providing accurate and appropriate



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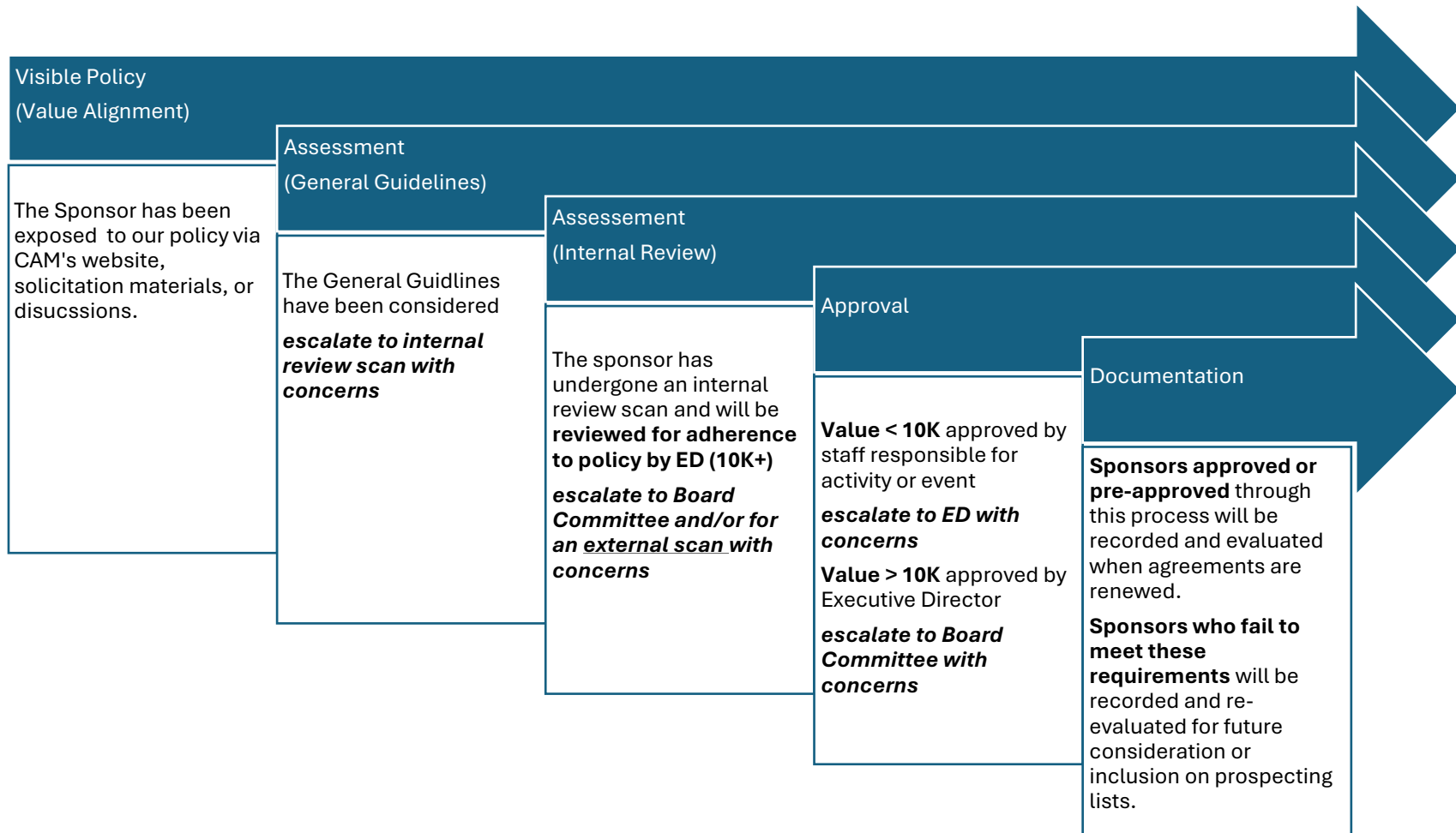
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responses, which will also help prevent any potential legal or ethical issues that may arise from the use of such technologies.

- Appropriate mechanisms, such as fact checking of the information, must be completed if ChatGPT or other AI technologies are used.
- Ensure that sensitive data is properly protected and not shared with ChatGPT or other AI technologies as they may inadvertently reveal sensitive information if it is not properly trained or if it is provided with sensitive data.

Appendix B: Process Overview & Decision-Making Flow Chart

Unsolicited Sponsorship Process – Incoming



Solicited Sponsorship Process – Outgoing

