

CORPORATE PARTNER GUIDELINES

Overview

Clubhouse International has 320+ Clubhouses in more than 30 countries; together with our member Clubhouses we will reach more than 100,000 people a year.

Clubhouse International enters into relationships with corporations, professional associations and other businesses to provide meaningful mission-related benefits to its members Clubhouses, in order to ultimately better provide services to people living with serious mental illness who participate in their local Clubhouse program.

When partnering with an organization interested in making meaningful impact in the lives of people living with mental illness, Clubhouse International may receive essential support, including but not limited to financial support, in-kind support, volunteer support and advocacy/public awareness assistance.

By partnering with Clubhouse International, corporations, professional associations and other businesses have the opportunity to demonstrate to their employees and customers a commitment to mental health.

Clubhouse International seeks and secures such direct and in-kind financial support in order to fund programs and services. Some of these funders are pharmaceutical, managed behavioral healthcare, other health related businesses or associations that make products or offer services used by people with mental illness or the professionals who serve them.

Clubhouse International believes it is not only ethically sound but also equitable to engage such support of Clubhouse International's programs designed to benefit people with mental illness, so long as such relationships do not compromise or otherwise inappropriately influence the policies and operations of Clubhouse International.

Clubhouse International is committed to avoiding conflicts of interest or the appearance of conflicts of interest in all of its relationships, including those with any corporation, professional association, or other business partners, irrespective of any financial support. Therefore, Clubhouse International's Board of Directors has determined that accepting such support, as well as Clubhouse International's relationship to these donors, shall be guided by the principles provided herein in these Partnership Guidelines.

Definition of Acceptable Business Support Relationships

The following terms help to define the nature of these strategic relationships:

Sponsorships

A “sponsorship” is a corporate, professional association or other business partner that provides unrestricted grants of financial or in-kind support for a specific Clubhouse International activity or program. Typically, a sponsorship provides for recognition of the entity providing the support.

Strategic Alliance

A “strategic alliance” is an agreed-upon relationship between Clubhouse International and a corporate, professional association or other business partner to carry out Clubhouse International’s defined goals. These relationships are each defined specifically for the benefit of each partner and may include unique support such as technical or marketing expertise. Under no circumstance may the partner implicitly or explicitly use such an alliance as an endorsement of their products or services.

Cause Marketing

“Cause marketing” is where a corporation, professional association or other business sponsor engages in business promoting activity, like sales of a product or its own corporate event of marketing, and shares Clubhouse International and its mission in furtherance of its own corporate goals. The sponsor may gain public recognition for such public support of Clubhouse International, but may not tie this support to any commercial return or other financial benefit to the sponsor.

Regardless of the term, under no circumstance may the partner implicitly or explicitly use such an alliance as an endorsement of their products or services.

Excluded Activity

Clubhouse International **shall not** engage in the following types of relationships:

Endorsement

Clubhouse International will not endorse, license, certify, or in any way imply support for any sponsor’s product, service or program, including recognizing or certifying the quality or standards of any particular product, service, or program.

Product Association

Clubhouse International’s name and logo may not be associated with specific branded products absent a clearly defined and mutually beneficial cause marketing project, and written permission. Under no circumstances will Clubhouse International enter into cause marketing campaigns with pharmaceutical companies or private health insurers.

Guiding Principles for Corporate Relationships

1. Clubhouse International shall at all times maintain an independent position on issues affecting the welfare of people with mental illness. The potential effect of such positions on the commercial interests of any sponsor shall not be a relevant factor in the Clubhouse International's decision-making process.
2. Clubhouse International will solicit and accept support only for projects and activities that are consistent with its mission.
3. Clubhouse International will accept funds only for projects over which it has final approval over content and distribution. This includes support for professional meetings, conferences and seminars. Clubhouse International retains all rights to determine program content and selection of speakers, or to designate such approval to an independent body designated for that purpose by Clubhouse International.
4. Clubhouse International will neither endorse nor accept conditions that allow the perception that Clubhouse International endorses any products, devices, treatments or services. Clubhouse International reserves the right to require a disclaimer explicitly stating this policy be included in any publication.
5. Clubhouse International will accept support for projects or programs only where the privacy of people with mental illness and their families will be protected, including requiring specific, prior written permission in order to waive such privacy.
6. Clubhouse International shall, at all times, maintain complete control and sole discretion over all funds received, including how funds are applied, expended, or invested.
7. Clubhouse International will ensure that programs for which it accepts funding do not adversely affect Clubhouse International's nonprofit, tax-exempt status.
8. The use of Clubhouse International's name and logo in any print, electronic or other form not produced by Clubhouse International is not permitted without specific, prior written permission from Clubhouse International.
9. Corporate, professional association and other business partners, including agents, vendors and trade associations, shall work collaboratively with Clubhouse International on issues directly affecting Clubhouses that are members of Clubhouse International, their members or other areas of interest to Clubhouse International.

Affirmative Disclosure

Clubhouse International will, unless otherwise prohibited by law and/or directed in writing by the funder, disclose the sources of financial support we receive from corporations, professional associations and other businesses as listed in the annual filing of IRS Form 990, which will be posted on our web site at www.clubhouse-intl.org.