



Obesity Action Coalition (OAC)

Donation Policies and Guidelines

The Obesity Action Coalition (referred to hereafter as OAC) is a nearly 50,000 member-strong 501(c)(3) National non-profit organization dedicated to giving a voice to the individual affected by the disease of obesity and helping individuals along their journey toward better health through education, advocacy and support. The OAC's core focuses are to raise awareness and improve access to the prevention and treatment of obesity, provide evidence-based education on obesity and its treatments, fight to eliminate weight bias and discrimination, elevate the conversation of weight and its impact on health and offer a community of support for the individual affected.

The OAC solicits and accepts financial donations that are consistent with its mission and supports its core projects, programs and goals. The OAC does not accept donations that are in conflict or not aligned with the OAC's core values and mission. The OAC appreciates and gratefully accepts donations meeting the guidelines described within from individuals, corporations and foundations.

Donors may request that their gift be used for a specific OAC program or project. Projects may include:

Medical Education	Patient Education
Public Education	Advocacy
Membership	Public Relations
OAC's Annual National Convention	OAC's Bias Busters Program

Unless specifically agreed otherwise, contributions are not considered to be donor funds or endowments. OAC will always attempt to respect a donor's specific request but reserves the right to direct contributions to other OAC programs in need of support. Donors may also choose to give a non-specified donation. All non-specified donations will be used as the executive leadership deems most helpful and/or appropriate.

CONFLICT

When there is a potential conflict, uncertainty or any potential controversy with a donation, the Revenue Generation Committee will call upon the OAC National Board of Directors for review and advisement. The OAC National Board of Directors has the final authority in deciding if intended donation is accepted.

The following factors will be considered in determining whether to accept such a donation:

- Compatibility
- Public relations
- Consistency
- Effect on future donors/Potential risk to 501(c)(3) status

ANONYMOUS DONORS

Individuals, corporations or families may want to remain anonymous. Anonymous donor status is respected by the OAC as long as there is no conflict and is approved by the National Board of Directors.

All donation rules as set by the IRS are taken into consideration when accepting an anonymous donation and the OAC will report donations to the appropriate agencies as required by government rules and regulations.

NON-CASH DONATIONS

Non-cash donations /donations such as, but not limited to, real estate, stocks, property, and endowments, are accepted by the OAC. Review will include consideration of any costs, liability or public relations implications for the OAC when accepting a non-cash donation.

LOGO USAGE

Any and all usage of the OAC name and/or logo by a donor must have prior written permission from the OAC National Office. This request must be submitted in writing to the Revenue Generation Committee and must include specific intent of logo usage. The Revenue Generation Committee will review the request and will forward recommendations to the National Board of Directors for final permission. If logo usage is granted, the OAC National Office will provide written permission and the donor must use the logo provided by the OAC.

The donor may not use the logo to imply that the OAC endorses the donor or any of its products, services or mission(s). The OAC reserves the right to revoke usage of its logo at any time a change in the donor's mission, goal, or usage is inconsistent with the written request. Any change in the donor's mission or public perception, including third party partnerships, that results in a real or potential risk to the OAC may result in revoking the OAC logo or name association privilege.

SHARED REVENUE AGREEMENT

If a corporation wishes to donate a portion of proceeds to the OAC, thereby entering into a Shared Revenue Agreement, the corporation must submit a "Shared Revenue Request for Information," in which the OAC and corporation will mutually agree upon a percentage of total revenue to be donated to the OAC. The pledge must be explicit and must be posted for consumers. The Shared Revenue Request for Information will include the percentage of profits to be donated, the start and end date of the Shared Revenue Agreement, and the products being sold.

Any corporation entering into a Shared Revenue Agreement with the OAC will be subject to all guidelines set forth by the OAC.