

Corporate Relations Policy

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The Wilson Disease Association (WDA) will enter corporate relationships to provide mission-related benefits to its constituents and the WDA community. The WDA will not accept any corporate donation or enter any corporate relationship that would create a conflict of interest, or even its appearance, with the WDA's mission, sound science, or board-approved policies. All procedures and formal agreements with corporate donors will be designed to prevent undue influence upon the WDA.

The WDA will perform appropriate and adequate due diligence, concerning all corporate donors, to ensure that the company's activities, affiliations and business practices do not compromise the WDA's mission.

In all relations with external organizations, the Wilson Disease Association will act in ways that will only enhance the credibility and professional recognition of the WDA. The WDA strives to refrain from relying on any particular source of funding, the loss of which could jeopardize the sustainability of programs and services. To ensure that all corporate donations align with the WDA's mission and are always for the sole benefit of the Wilson disease community, the WDA's Board of Directors has approved the following guidelines and principles regarding corporate support.

Types of Corporate Support

- Financial and/or in-kind support in the form of grants and/or sponsorships for educational and communications vehicles (i.e., conferences, videos, webinars, podcasts, publications and community initiatives).
- Financial and/or in-kind support in the form of grants and/or sponsorships for fundraising purposes.
- Strategic alliances that provide improved services for constituents.
- Cause-related marketing.
- Health message promotion.
- Financial grants and/or professional support for patient surveys, clinical trials and research.
- The WDA will not endorse any other corporation's product, service or program.
- The WDA will not lend its name to license products, services or programs of other organizations.
- The WDA will not recognize or certify the quality or standards of a particular company,

including its products and services.

- The WDA's name and logo should not be associated with a specific branded product of an external company. References to the WDA website, phone number, and address for referral information are an exception to the above.

General Principles

- The WDA will not endorse any corporation or product nor allow a corporation's interest to factor into its decision-making process. All unrestricted educational grants received by the WDA will acknowledge and recognize the contributing corporate donor, not the company's product (i.e. specific drug).
- In exchange for contributions, the WDA will allow standard recognition to include, but not be limited to, items such as signage and acknowledgment in WDA publications. Additional types of recognition will be considered on a case-by-case basis, based on the type of funding or opportunity presented.
- The WDA will not accept grants that may adversely affect its nonprofit status.
- Revenue generated through corporations will be used to advance the mission of the WDA in accordance with the strategic plan.
- The WDA will maintain complete control of the development and implementation of all content and materials related to educational conferences and materials and all research and clinical trials conducted by the WDA.
- Corporations providing sponsorships for advocacy and research conferences or symposia will not influence conference content or selection of speakers.
- The WDA will maintain control and discretion over all corporate funds received and will ensure compliance with related grant agreements.

As a matter of policy, the WDA does not disclose its constituent mailing list for external use, nor is the list rented, lent, or shared to benefit constituents. Programs or services that may benefit our patient community may be shared with constituents, upon the discretion of the Executive Director and/or Board of Directors, in emails and/or newsletters that the WDA distributes to our constituent distribution lists.

Adopted February 15, 2023