



SMART Recovery USA, Inc.

Fundraising Guidelines

In keeping with SMART Recovery USA, Inc.'s (SMART Recovery) self-empowering approach, the organization aims to fund its operations as much as possible through its own revenue streams, which include writing and selling publications, providing training, and donations from participants of our meetings. Nevertheless, to advance SMART Recovery efforts to make the self-empowering approach for addressing addictive problems available to everyone, SMART Recovery also seeks and accepts donations, endowments and in-kind contributions.

SMART Recovery may accept donations, engage in joint activities, and have business relationships with other entities, on the condition that such activity will not compromise SMART Recovery's mission and integrity, or create the strong appearance of a conflict with our mission and values, which may include, but are not limited to:

- changing our goals, approach, meetings, publications, documents, conference presentations or other activities as a condition for or implied by the acceptance of outside funding
- implied or actual endorsement of another organizations products or services, except for endorsements of recovery-related activities by an organization that is licensed to use and employs SMART Recovery tools, techniques and principles (a disclaimer may be required)
- becoming associated or otherwise involved with third parties with established or suspected serious ethical violations (such organizations may be considered for unrestricted donations)
- placing the privacy of participants of our meetings at risk
- co-mingling funds with any outside entity or diverting SMART Recovery funds
- if it may jeopardize our non-profit status
- allowing a joint document to be published without having final editorial control and consent
- allowing the use of our logo and name except by express written consent (per our Intellectual Property Guidelines, as enforced by SMART Recovery International)

Unrestricted donations: After review by the Fundraising Committee SMART Recovery may accept unrestricted donations from non-profit entities (including bequests by individuals), without review by the Board of Directors (BOD), unless that donation exceeds 20% of the annual budget. However, the BOD will review proposed unrestricted donations from for-profit corporations. For accepted donations the donor will receive a letter verifying the donation, and a listing of the donor's name (without a listing of website, products or services), if requested, in one or more locations by mutual agreement.

Where appropriate, donations may be acknowledged as follows: "SMART Recovery USA, Inc. acknowledges the generous support of the following individuals and organizations. Although SMART is grateful for this support, a listing here does not imply that SMART endorses or in any way supports any products, services, or activities associated with these donors."

Restricted donations: Unless a restricted donation (or grant or bequest) occurs by a BOD-approved solicitation, all restricted donations will be reviewed by the BOD before acceptance. Restricted donations occur in the following categories:

Online presence sponsorships: Sponsorship of SMART Recovery's online presence is limited to a specified number of treatment centers or similar organizations, as determined by the BOD from time to time. These sponsors must meet all qualifying criteria to ensure that the SMART approach is available to their clients and certify that this is the case in writing. These sponsors may be provided a link to their online presence where appropriate.

Event sponsorships: The SMART Recovery annual conference and other SMART Recovery events are opportunities for organizations that support effectively addressing addictive problems to gain greater name recognition. A variety of sponsorship opportunities are made available to such organizations, at a range of fees. Sponsors will have no programmatic influence on the event's program, but may apply as others do to present at the event. The event may have an exhibit hall, and will clarify that sponsors and their services and products are not endorsed by SMART Recovery. National event planning committees will consult the BOD about the appropriateness of specific sponsors or exhibitors, especially if the representatives of sponsors also present or wish to present at the conference. Similarly, regional and local event planning committees will consult with the SMART Recovery National Office in a timely manner on these issues.

Joint activity sponsorships with SMART Recovery: An organization may help fund an activity that SMART Recovery desires to accomplish. SMART Recovery will allow the joint activity only if any potential concerns about integrity are either absent or addressed in a satisfactory manner. All such relationships must be approved by the Fundraising Committee unless it defers the decision to the BOD.

Joint activity sponsorships by regional and local affiliates: Affiliates will consult the licensing agreement (if one exists) and the SMART Recovery National Office as necessary to abide by the spirit of these guidelines.

Business relationships with SMART Recovery and its affiliates: SMART Recovery and affiliates may establish business relationships with selected organizations by approval of the BOD. At present, in 2019, the only such business relationship occurs with www.checkupandchoices.com, which offers scientifically validated online evaluation and treatment for substance problems. The online treatment includes a component that is based on SMART Recovery. The SMART Recovery website links to www.checkupandchoices.com, and SMART Recovery receives a percentage of the fee paid (a referral fee) when that link is used and enrollment occurs.

Government funding: A separate set of guidelines will be developed to address the complexities of government funding. Until these guidelines are developed, grant applications (from SMART Recovery and its affiliates) above \$5,000 to local, state or federal governments must be approved by the Fundraising Committee, unless it defers the decision to the BOD. Outside entities applying for government funding that involves SMART activities are encouraged to consult the National Office as these entities develop their grant applications, so that the National Office can be supportive.

Approved by the SMART Recovery USA, Inc. Board of Directors, May 19, 2019