

News Product Alliance Ethics & Fundraising Policy*

Guiding Values, Mission and Activities, Governance; Legal Compliance; Responsible Stewardship; Diversity & Inclusion; Code of Conduct; Financial Transparency & Accountability; Sponsored opportunities; and Fundraising.

I. Guiding Values

All Board members, staff, and volunteers of the News Product Alliance (NPA) act with honesty, integrity, and openness in all their dealings as representatives of NPA. We promote transparency, accountability, responsibility, public service, cooperation, a defense of all human rights, and dignity.

II. Mission and Activities

News Product Alliance has a clearly stated mission, approved by the Board of Directors, to elevate the discipline of news product management and expand the diversity of news product thinkers in decision-making roles. Our services and programs support that mission and all who work for or on behalf of News Product Alliance understand and are loyal to the mission.

News Product Alliance regularly reviews program effectiveness and has mechanisms to incorporate lessons learned into future programs. News Product Alliance is committed to improving program and organizational effectiveness and develops mechanisms to promote learning from its activities and the field. News Product Alliance is responsive to changes in its field of activity and to the needs of its constituencies.

III. Governance

The News Product Alliance is led by a Board of Directors responsible for setting the organization's mission, vision, values, key priorities, and overall strategic direction. The Board oversees the organization's finances, operations, and policies.

The NPA's Board of Directors:

- Is responsible for overall governance, decision-making, and policy-setting;
- Has fiduciary duties (duty of care, the duty of loyalty, and the duty of obedience) to the organization and upholds organizational Bylaws;
- It is a volunteer organ that does not receive any honorarium for its role.

- Ensures that News Product Alliance conducts all transactions and dealings with integrity and honesty;
- Has a Conflict of Interest policy that ensures that any duality or conflicts of interest or the appearance thereof are avoided or appropriately managed through disclosure, recusal, or other means;
- Is responsible for the hiring, supporting, and regular review of the performance of the Executive Director and ensures that the compensation of the executive director is reasonable and appropriate;
- Ensures that the resources of News Product Alliance are responsibly and prudently managed; and
- Ensures that News Product Alliance has the capacity to carry out its programs effectively.

IV. Legal Compliance

News Product Alliance knows and complies with all U.S. federal and state laws and regulations.

V. Responsible Stewardship

News Product Alliance manages funds responsibly and prudently. This includes the following considerations:

- We spend a reasonable percentage of our annual budget on programs in pursuance of our mission;
- We spend an adequate amount on administrative expenses to ensure effective accounting systems, internal controls, competent staff (when/if we have them), and other expenditures critical to professional management;
- News Product Alliance compensates those who may receive compensation reasonably and appropriately;
- News Product Alliance has reasonable fundraising costs, recognizing the variety of factors that affect those costs;
- We do not accumulate operating funds excessively;
- News Product Alliance ensures that all spending practices and policies are fair, reasonable, and appropriate to fulfill the mission of the organization and,
- All financial reports are factually accurate and complete in all material respects.

VI. Diversity, Equity & Inclusion

The NPA aims to foster diversity, equity, and inclusion principles in its mission-driven work. This includes fostering diversity, equity, and inclusion in the organization's policies

and procedures, in the election of its corporate directors, in the hiring and advancing of its staff, and in all of its programmatic activities.

VII. Code of Conduct

All Board members, staff, and volunteers of the News Product Alliance abide by its public [Code of Conduct](#).

VIII. Financial Transparency & Accountability

News Product Alliance provides comprehensive and timely information to the public, the media, and all stakeholders and is responsive in a timely manner to reasonable requests for information. All information about News Product Alliance aims to fully and honestly reflect the policies and practices of the organization. Basic informational data about News Product Alliance, such as Form 990, reviews and compilations, and audited financial statements, will be posted in a timely manner on News Product Alliance's website or otherwise available to the public. All solicitation materials accurately represent News Product Alliance's policies and practices and will reflect the dignity of program beneficiaries. All financial, organizational, and program reports will be complete and accurate in all material respects.

IX. Fundraising

i) Sponsorship opportunities

The News Product Alliance commits to the following principles when accepting funding in the form of sponsorship or service purchase:

- **Community Value:** Sponsorship, especially from potential vendors, will only be accepted when adding value to the community we serve.
- **Editorial Independence:** Organizations will not interfere or shape content outside their intended sponsored space.
- **Transparency:** All sponsored spaces will be clearly labeled.
- **Impartiality:** No funder of NPA programs will get special treatment in other NPA initiatives.

ii) Donor Bill of Rights

In raising funds, News Product Alliance will respect the **Donor Bill of Rights****, as follows:

- To be informed of the mission of News Product Alliance, the way the resources will be used, and the capacity to use donations effectively for their intended purposes;
- To be informed of the identity of those serving on News Product Alliance's governing Board and to expect the Board to exercise prudent judgment in its stewardship responsibilities;
- To have access to News Product Alliance's most recent financial reports;
- To be assured their gifts will be used for the purposes for which they were given;
- To receive appropriate acknowledgment and recognition;
- To be assured that information about their donations is handled with respect and confidentiality to the extent provided by the law and News Product Alliance policy on donation disclosures;
- To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature;
- To be informed whether those seeking donations are volunteers, employees of News Product Alliance, or hired solicitors;
- To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share; and,
- Feel free to ask questions when donating and receive prompt, truthful, and forthright answers.

**News Product Alliance's Ethics and fundraising policy was inspired by the [World Association of Non-Governmental Organizations Code of Ethics](#), the LION Publishers Ethics Code, and the International Center for Journalists public policies.*

***These ten points are taken from A Donor Bill of Rights developed by the Association of Fundraising Professionals (AFP). All rights reserved. Reprinted with permission from the Association of Fundraising Professionals.*