



## **SLOW FOOD FUNDRAISING GUIDELINES**

### **1. INTRODUCTION**

The Slow Food fundraising guidelines set out in this document should be applied to all Slow Food activities at local, regional, national and international levels. They must be adapted to the specific nature of the Foundation's different participants, while maintaining coherence with the directives established by the Board of Directors, and must take account of the political and cultural diversity in different countries.

All decisions about fundraising made by any of the Foundation's bodies or related participants must follow this document so as to always be in line with the Foundation's guiding principles.

Subjects who raise funds in the name of Slow Food and on behalf of Slow Food must know and observe the guidelines listed below. They must work closely with the Foundation's governing bodies and under their supervision.

In regards to the Foundation's guiding principles, it is important that one of the objectives of fundraising activities is to establish deep and long-lasting links with supporters. It is important that relationships with supporters are based on mutual understanding and esteem and the ambition to create an enduring partnership for the Foundation's long-term development.

### **2. DEFINITIONS**

An essential prerequisite to good fundraising is that Slow Food supporters (whether public authorities, foundations, businesses, Foundations or private individuals) believe the work of Slow Food is important and useful, and therefore decide to support it financially.

Support can be through a monetary contribution to support Slow Food's activities or specific projects (including forms of sponsorship), or by buying services (e.g. advertising in printed or electronic publications, stands at events, etc.) or as a donation not dependent on any form of compensation. Additionally, it can be through the in-kind supply of goods and services.

Slow Food can offer visibility to supporters in ways that must be defined on a case-by- case basis. With the aim of ensuring the Foundation's independence and financial sustainability, it is recommended that financial support comes from a large number of different sources and that it is as diversified as possible, with contributions from public authorities, foundations, businesses, Foundations and individuals.



### 3. GENERAL PRINCIPLES

Two fundamental principles regarding Slow Food's fundraising activities must be considered binding everywhere in the world and at every level of the Foundation's structure (local, national, international):

- No Slow Food supporter can influence, from any perspective, the decisions of the Foundation, its activities and its independence; Slow Food maintains total autonomy from its supporters.
- Subjects or entities whose operations are in clear conflict with Slow Food's philosophy and activities cannot be supporters of Slow Food.

These two rules are not enough, as it is also necessary to continuously maintain an on-going engagement and reflection with supporters, a useful activity for both Slow Food and its partners. The ideal situation is when Slow Food can positively influence the decisions of its supporters.

A simple example and not limited to, donations and collaborations of any nature cannot be accepted from any legal entities that:

- produce or sell weapons
- produce or sell GMOs
- violate regulations regarding the disposal of waste
- violate international conventions on human, property and workers' rights
- violate fundamental rights or are being prosecuted or have been condemned for serious legal violations
- subjects who have contributed to causing environmental disasters and pollution.

### 4. SPECIFIC APPLICATIONS

Given the great diversity and complexity of situations which can arise, it is necessary to come up with application models for the principles listed above based on the characteristics of the supporter, the activities to be carried out or the services to be provided. It is always necessary, independently of the supporter, to carefully evaluate the activities to be realized and their context in order to avoid the Foundation's involvement in situations that might contradict its guiding principles.

#### 4.1 Businesses

This category of supporters includes producers, commercial enterprises, providers of services, banks and insurance companies. Apart from the general principles listed above, support is allowed in the following cases:

- Food-related businesses (this sector requires greater attention, because it is easier to find contradictions with the Foundation's guiding principles): support is allowed from businesses that operate in line with Slow Food's guiding principles, or businesses that do not operate in line with Slow Food's guiding principles but show their desire to start significant processes of change in accordance with the Foundation's suggestions. In these cases, activities relating to the collaboration must be evaluated with extreme care.
- Businesses not related to the food sector. It is important to evaluate the entire company structure of supporting businesses to exclude the possibility that they are being directly or indirectly controlled by businesses that act in conflict with the Foundation's principles. Particular attention is required in the case of multinational companies or companies that are not owned by a family or a well-defined group of individuals. With complex and branching structures, they might seem acceptable following an initial analysis, but a more in-depth analysis could then reveal connections to structures in conflict with the Foundation's guiding principles.



#### **4.2 Philanthropic foundations**

This category of supporters includes private foundations (connected to a business, a family or an individual), bank foundations and community foundations (connected to a specific geographic area).

Apart from the general principles listed above, support is allowed in the following cases:

- Foundations linked to businesses in the food sector that support Slow Food's activities and/or specific projects and do not request visibility for the connected business's brand;
- Foundations connected to businesses in the food sector that request visibility for the connected business (in which case are subject to the rules specified in the section 4.1: Businesses);
- Foundations connected to families, individuals, banks, communities or businesses that do not belong to the food producing sector.

It is important to evaluate how the foundation manages its assets, and in particular to verify that it does not make investments that are in conflict with Slow Food's activities or would in any way make the collaboration inadvisable.

#### **4.3 Public institutions**

This category includes contributions from local, national, European Union or international public authorities. These public contributions are based on money paid by taxpayers and are not subject to particular restrictions as long as the nature of the projects and the partners involved is carefully evaluated.

There must be maximum transparency and correctness in relationships with public institutions, and total respect for the procedures for assigning funds.

#### **4.4 Donations from private individuals**

Donations from private individuals are not subject to particular restrictions. Nonetheless, the Board of Directors reserves the right to refuse donations if for any reason they could damage the Foundation's reputation.

#### **4.5 Other considerations**

Each of the Foundation's participants is free to choose its own supporters, while following these guidelines. Where there is a national board of directors or other recognized organizational unit, they must supervise their area of authority and report any critical cases to the International Board of Directors.

It is the task of the International Board of Directors to oversee the application of these guidelines and to intervene whenever it believes they are not being respected. The Board of Directors' decisions regarding these matters are final and must be immediately implemented.

Fundraisers should refer the most sensitive cases to the Board of Directors preemptively, so that shared decisions can be made.

The status of a Slow Food supporter can change over time. It is important to evaluate the need to suspend or modify the relationships if these guidelines are no longer being respected. In any case it is recommended that any suspension of a relationship takes place at the moment when any agreements expire, except for situations that are seriously damaging to Slow Food.

As a general rule, Slow Food does not establish exclusive relationships with a single subject, particularly in the food sector. However, an agreement of particular strategic and financial importance can include the recognition of exclusive rights, subject to the approval of the International Board of Directors or the relevant national board of directors.



## **5. TRANSPARENCY AND RESPONSIBILITY**

Each of Slow Food's participants undertakes to communicate its activities in a timely manner, ensuring maximum transparency for both supporters and the public and providing clear information relating to:

- destination and use of the support provided
- the Foundation's mission
- the Foundation's governing bodies and operational structure
- the Foundation's financial situation and economic results
- activities carried out and results obtained in relation to the pursuit of the mission
- the identity and role of the subjects that collaborate with the Foundation and with whom it comes into contact

As stipulated by the Statute, Slow Food and its participants respect the national legislation in force as regards to annual budgets and activity reports. Whenever required by law, donations in kind will be duly recorded in the budgets.