



Association of Child Life Professionals Relationship Guidelines

The Association of Child Life Professionals (ACLP) is the leading membership association serving child life professionals as they empower children and families to master challenging life events. ACLP provides members with professional development programs and resources, advances best practices, and distributes information about the needs of children experiencing stress and trauma.

Introduction

ACLP engages with a wide variety of *entities* to support the mission of ACLP to advance psychosocial care and the emotional safety of children, youth and families impacted by healthcare and significant life experiences. These entities could include: corporations and privately-owned businesses; academic institutions; nonprofits; associations; and government agencies, among others.

When looking at a potential relationship with any entity, the Association of Child Life Professionals seeks to:

- enhance the work of ACLP and its members
- secure access to additional resources (financial, information, people) to support the work of the association and its members
- deliver value and benefit to both ACLP and partnering entities
- ensure that the image, reputation, and core values of the association are protected
- educate or provide exposure of the child life profession
- contribute to the body of evidence and research supporting the child life profession

General Principles

When considering any potential relationship, ACLP will review relationships for compliance with general principles:

- Relationships will align with ACLP's mission, vision, and values.
- Relationships will support the ACLP Strategic Plan or be determined by the Board to be of equivalent importance.
- Relationships must promote the best interest of ACLP, its members, and the children and families served by the child life profession.
- Relationships must be in compliance with any applicable local, state and federal laws.
- Relationships must avoid real or perceived conflicts of interest.
- Proposed relationships should not be detrimental to existing formal ACLP relationships.
- Potential impact on ACLP labor resources should be evaluated and reviewed.
- Relationships must maintain members' privacy.
- Relationships should be developed with quantitative or qualitative goals to allow for measurement of success.
- In certain types of relationships, ACLP will expect to be fairly compensated for its time and expenses.

Limitations

- Use of the ACLP name, logo, or materials will not be permitted by any entity without the express written consent of ACLP.
- ACLP will not enter into any category-exclusive relationship with any entity without specific approval by the ACLP Board and must be subject to a written contract with stated definition of category and duration.
- ACLP does not grant "exclusive" permission to reproduce the ACLP logo or name, and will not explicitly OR implicitly endorse any products, goods or services without the specific express approval by the ACLP Board.
- ACLP must reserve the right in any relationship to terminate the relationship in the event the partner entity comes to violate any of the principles set forth in this policy document.

Restrictions

- ACLP will not form a relationship with any entity whose products, services, operations or public image are inconsistent with the principles and practices outlined in the Child Life Code of Ethics.
- ACLP will not enter into a relationship with any entity that discriminates on the basis of age, race, religion, gender, sexual orientation, national origin, or physical or mental disability.

- ACLP generally will not enter into a relationship with entities representing either side of a controversial social, ethical, political, or professional issue. Some are unacceptable under any circumstances. These include:
 - Organizations with explicit religious affiliation and/or missionary objectives if the relationship requires or implies endorsement of a specific religion or introduces any ambiguity that there is such an endorsement.
 - Any organization whose primary product is the manufacture of weapons, alcohol, tobacco, or illegal drugs.
 - Organizations involved in pornography, exploitative and/or corrupt practices.
 - Political action groups or campaigns.

Determining ACLP Relationships

The final determination of appropriate relationships will be based on the application of both qualitative criteria and exclusionary screens. All partnership level relationship inquiries are subject to a formal proposal and evaluation process through the ACLP CEO, with approval coming from the Board of Directors. Other types of relationship inquiries are typically reviewed and managed by the ACLP staff, with input from the Board of Directors as needed.

Listed below are the types of relationships that ACLP has with other entities. It is possible for an entity to have more than one type of relationship with ACLP, but the categories below represent distinct roles – they are not hierarchical and do not “roll-up” –for example, an entity that is an advertiser, exhibitor, and marketplace participant is not necessarily a sponsor or a “partner”.

- 1. Partnership** – an entity that has entered into a formally recognized relationship with ACLP to achieve a shared goal. These relationships benefit the ACLP membership and/or the children and families ACLP members serve, are valued for the purpose of advancing the stated mission of ACLP and require allocation of resources (time or money or in-kind) by each party to advance the relationship. Typically, these relationships are defined as ongoing, or as extending over a defined period of time.

Four attributes with Partnerships:

- is designed to benefit the ACLP membership directly or indirectly;
- is valued for the purpose of advancing the stated mission of ACLP and the partner;
- requires allocation of resources (time or money or in-kind) by each party to advance the relationship; and

- is recognized mutually as ongoing, or as extending over a defined period of time.

There are three categories of partnership:

- Non-profit partnership – a formal ongoing relationship which ACLP enters into with another non-profit organization.
- Corporate partnership – a formal ongoing relationship which ACLP enters into with a for-profit entity.
- Agency partnership – a formal ongoing relationship which ACLP enters into with a federal, state, or local government agency.

2. **Sponsorship** – an entity that has entered into an arrangement with ACLP to provide money, goods or services to support a specific event or program, generally in exchange for explicit recognition as a sponsor. In the case of conference sponsorship, these relationships are maintained by the ACLP Marketing & Communications staff.

There are the following categories of sponsorship:

- Health Care facility sponsorship – in which a healthcare facility provides sponsorship support to ACLP to support a specific event or program or service.
- Non-profit sponsorship – in which another non-profit organization provides sponsorship support to ACLP to support a specific event or program or service.
- Corporate Sponsorship – in which a for-profit entity provides sponsorship support to ACLP to support a specific event or program or service.
- Agency Sponsorship – in which a federal, state, or local government agency provides sponsorship support to ACLP to support a specific event or program or service.
- Anonymous Sponsorship – rare, can be any of the above types of entities.

3. **Supporter** – an entity that promotes or supports ACLP with in-kind or *pro bono* service or promotion.
4. **Grantor**--an individual, corporate entity, or other organization that makes a donation to ACLP of restricted funds for a specific project or initiative. These relationships are maintained by the ACLP staff with oversight from the Board of Directors as input from other groups as appropriate.

5. **Donor** – an individual, corporate entity, or other organization that makes a donation to ACLP of unrestricted funds or to a specific ACLP campaign for donations; or on rare occasion earmarked to support a specific or ongoing ACLP program, product, or service (usually this latter is a *sponsorship*).
6. **Advertiser** – an entity that pays ACLP specifically for promotion or listing in a print or online publication of ACLP, or through direct mail campaigns (current may include ACLP advertising opportunities include the Bulletin, ACLP Monthly e-newsletter, website advertising space and direct-mailing list sales). These relationships will be maintained by the ACLP Marketing & Communications staff.
7. **Exhibitor** – an entity that pays for exhibit space at the ACLP Annual Conference or another ACLP event.
8. **Vendor** – an entity from which ACLP purchases goods or services. These relationships are created and maintained by the ACLP staff.

Advisory Support – an entity seeking project-based consultation from ACLP for child life expertise (AVA, Beryl Institute, CDC)