

The ESRA Fundraising Promise

ESRA maintains a policy of high standards and self-scrutiny in its fundraising efforts. We are committed to honest relationships with our donors and the general public in order to best care for patients. As such, all of our fundraising work encompasses the following principles:

We are respectful, honest, and open

- ✓ We respect the rights, dignities and privacy of our supporters and beneficiaries
- ✓ We are clear about who we are, what we do and how your gift is used
- ✓ We answer all reasonable questions about our fundraising activities and costs
- ✓ Please contact us or visit our website if you require further details

We place our philanthropic mission above our personal gain

- ✓ We are primarily concerned with the interests and well-being of patients
- ✓ We will not engage in activities that could hurt our cause
- ✓ We will decline funds or other donations that could bring about adverse conditions for our Society, our members, our supporters or our beneficiaries, specifically, but not limited to, funds emanating from the tobacco, alcohol and arms industries

We manage our relationships with industry in an ethical manner that best serves patient care

- ✓ We value the integrity of our Society and our members above any donation
- ✓ We recognize the value that industry-support has played in past years in bettering the quality of patient care. At the same time, we are committed to maintaining the integrity of our Society and our members and the best interest of the patient free from actual or perceived commercial bias on the content of our activities and will not enter into any partnership that would force us to relinquish this or any other ethical standard
- ✓ We will strive to work with many donors from a wide range of sectors on each project, including, but not limited to; industry, philanthropic organisations, governments, and individuals
- ✓ We will work only with companies who have high ethical standards and whose activities do not conflict with our mission
- ✓ We will discuss and agree on a shared vision and strategic plan for an activity with any company before entering into a partnership. This agreement will take the form of a written contract
- ✓ We will fully disclose all relationships with industry and other organizations involved in our activities

Because education matters

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