

GUIDELINES FOR FUNDRAISING – The Conversation US

1.1 Editorial independence

The Conversation US will not relinquish legal and ethical responsibilities or editorial independence to funders. It will not accept large donations (\$5,000 or more) from anonymous donors.

The Conversation will not allow pre-publication editorial review nor accept directed conclusions from funders.

The Editor of The Conversation US will work with development staff to determine whether to accept and how to handle funds in a partnership.

1.2 Transparency

Through its Editorial Charter, The Conversation aims for the highest degree of transparency with regard to funding. Partners, Funders and Friends of The Conversation pages should identify funders and, ideally, any specific projects or desks attached to that funding.

The Conversation US will not acknowledge contributions from any non-university funders such as foundations, Corporations or individuals on article pages.

1.3 Relationships with funders

The Conversation US operates for the public good. The desired impact of its journalism may include practice change but The Conversation US should not promise specific outcomes to funders, e.g. changes in public policy. Proposals may include “theories of action” that summarize intended outcomes of our approach. Through reports, it may summarize the impact of its journalism.

The Conversation US should inform funders of its Editorial Charter and mission to unlock university research and expertise, and explain how its approach differs to from that of public relations and advocacy organizations.

2. Eligibility and Exclusions

The Conversation US could accept monetary or in-kind funding from any business entity (Corporation) or Individual that meets the following eligibility criteria:

1. The Corporation or Individual is not engaged in activities that conflict in whole or in part with the primary purpose or goals of The Conversation or any of its specific programs.
2. The Corporation or Individual has not attempted to manipulate or influence the activities, policies, mission, and/or goals of The Conversation or any of its specific programs.
3. Funding from the Corporation or Individual is not subject to the achievement by The Conversation US of unreasonable or impracticable conditions or requirements. This does not preclude a Corporation or individual from making a donation that is earmarked for a specific purpose or program activity.

When developing or maintaining relationships with funding partners it is important to note:

- The Conversation US values and seeks to nurture its relationship with partners and funders and seeks to work together on the production and dissemination of trusted information.
- The Conversation US must not be influenced by the agendas of funders and partners.
- The Conversation US seeks funders to acknowledge and uphold that editorial decisions will be made on merit and without regard to the commercial, political or personal interests of partners or funders. The editor will have the final right to determine content for publication.