

ChildFund Alliance

Short Discussion Paper on Associate Membership

Background

The current governance structure of ChildFund Alliance recognizes a single category of membership. The Articles of Incorporation and By-Laws of the Alliance refer to "Affiliated Organisations" and Article 5 sets out the attributes of Affiliated Organisations which are described as "Terms and Conditions Membership".

In 2007, during a discussion on governance reform, ChildFund International (then CCF) first introduced the concept of Associate Membership. As ChildFund is considering changes to its membership base (one new member joining, one member potentially leaving), it is an opportune time to consider the issue of additional membership categories. Therefore, this discussion paper looks at the option of Associate Membership.

Benefits to the ChildFund Alliance

There are several benefits to introducing a new membership category to the ChildFund Alliance. These include the following:

- Support achievement of the ChildFund mission by helping more deprived, excluded and vulnerable children
- An easier entry point for national offices, who already fundraise like Mexico, Brazil, Thailand, etc., to achieve their ambition to be a full Alliance member
- Potential to grow the geographic footprint of the Alliance more quickly and raise more visibility for the ChildFund brand
- Potential to attract excellent national child focused organizations in countries where the Alliance is currently not present, for example South Africa, Singapore, Argentina, Switzerland, etc.
- Possibility of adding greater expertise to the Alliance, like organizations with greater emergency response capacity.
- Additional dues stream to support the work of the Alliance.

The Alliance would have to consider if there are any risks to introducing a new membership category and how those risks could be managed.

Elements of Alliance Membership

In considering whether or not to have different categories of membership, it is useful to consider the key elements of membership and the extent to which any of them might be modified for different categories of members.

Currently the key elements of membership are:

- Commitment to the attributes and standards set out in Article 5 of the Articles of Association.
- Adherence to the basic principles and standards of the Alliance in relation to program, fundraising and finance (Article 5C).
- Participation in the governance of the Alliance through membership on the Board, Executive Committee and/or CEO Forum.
- Contribution to the funding of the Alliance's activities through the payment of dues.
- Use of the ChildFund Alliance name and logos and adherence to branding policies.
- Access to certain resources such as Alliance staff, Alliance committees and other intellectual property, including advocacy and training materials.

Associate Members would have less responsibility as a Member with less rights and duties.

Clear criteria for full and associate memberships will need to be developed. It might be possible that some current members opt to become associate members. It might also be possible that some national offices over time might aspire to become an associate member before perhaps becoming a full member.

The issues for consideration of Associate Membership of the Alliance:

1. Who is it open to apply?

An issue for consideration will be whether Associate Membership could be granted to existing Members, National Offices and external NGOs.

2. If change of membership status is allowed, what would be the process of a current Member becoming an Associate member?

A process and timeframe would need to be developed to transit any interested current Alliance members to Associate membership status.

3. What are the dues for Associate Membership?

The dues of Associate Members would be lower than full Members and it will need to be determined how that is calculated.

4. What are the criteria of Associate Membership?

The criteria for an Associate Member would need to be similar to criteria as set out in the ChildFund Alliance Articles set out in Annex 1 to this paper. It would need to be determined how they may be modified for a different class of Membership, including the issue of "one member, one country".

5. How long is the term of an Associate Membership?

It would need to be determined how long the Associate Membership would be and how and what criteria would be used for granting and then renewal of Associate Membership.

6. How would Associate Members be involved in the governance of the Alliance?

It would need to be determined what representation Associate Members would have in relation to the Board, Executive Committee, and the CEO Forum and the voting authority allocated to Associate Members in these governance bodies.

7. What would be the responsibilities and rights of an Associate Members?

If the Associate Member was to be entitled to use the logo of “Child Fund Alliance” and its associated logos, it would be need to be determined how and in what circumstances the logo could be used. It would have to be determined if the goal of having all members change their name to ChildFund would apply to Associate Members.

Annex 1

Set out below is the criteria to be Members set out in the “Amended and Restated Articles of Incorporation of ChildFund Alliance.

5 (2) Subscribes to these terms and Conditions for Membership in ChildFund Alliance

- A. Is a child-focused organization creating lasting and meaningful change in the lives of impoverished or vulnerable children, families and communities;
- B. Has a formally constituted governing body and staff qualified to accomplish its stated objectives with acceptable efficiency, and demonstrates good practice in governance and internal management, including but not limited to:
 - 1. raising enough funds (locally) to support its own administrative costs, pay membership dues and have a sound financial base;
 - 2. having its accounts annually audited by an independent registered public auditor, and periodically publishing reports on operations, including but not limited to, financial statements;
- C. Adheres to and promotes basic principles in support of common standards in program, fundraising, governance and finance;
- D. Complies with the Articles of Incorporation and Bylaws and all other governing documents with respect to ChildFund Alliance;
- E. Is autonomous, non-governmental, non-sectarian and non-profit;
- F. Complies with the laws of its home country and of any country in which it operates, and does not discriminate on the basis of race, ethnicity, national origin, religion, belonging to a particular social group or other basis prohibited by the law of its home country;
- G. Has demonstrated capabilities as a fundraising office;
- H. Adheres to the principle that from July 1, 2001, there will be one Affiliated Organization of ChildFund Alliance registered in a country. This does not preclude another Affiliated Organization of ChildFund Alliance from working in cooperation in any country in combination with a previously registered Affiliated Organization of ChildFund Alliance if the affected organizations so agree;
- I. Seeks to cooperate in international humanitarian and development issues relating to children, their families and communities;
- J. Uses the name ChildFund Alliance and ChildFund Alliance logos in tandem with its own name and logo to identify itself as a licensee of ChildFund Alliance’s trademark, trade names and service marks while moving toward the development and branding of universal logos identifying all associated organizations and enjoys the rights and privileges associated with the use and promotion of all relevant affiliations of ChildFund Alliance including any related trademarks, service marks, and list of program countries identifying the goodwill and worldwide reputation of ChildFund Alliance;
- K. Enjoys the rights and privileges associated with the use and promotion of the name.