



## Maddox Fund Advocacy Guidelines

*Charity is a matter of personal attribute,  
justice is a matter of public policy.  
Never can the first, be substituted for the second.*  
William Sloan Coffin

### Goal:

- To advance the Maddox Fund's program areas of education, marginalized youth and wildlife conservation (including hunting and fishing) through public awareness and public policy efforts.
- To establish a process, by which the Maddox e Fund can use its voice to advocate on issues critical to the Fund's mission, our nonprofit partners and the nonprofit sector.
- To establish an understanding with our nonprofit partners that advocacy and public policy work are approved Maddox activities within the bounds of IRS regulations.
- To partner with and fund nonprofits engaged in public policy and advocacy efforts that align with issues critical to the Fund's mission.
- To express our Core Operating Principles through grants as well as public conversations.

### Background

In 2016, the Dan and Margaret Maddox Fund held listening meetings with our partner nonprofits. A refrain in each meeting was--How can the Fund use its voice, as well as its financial resources, to advance the nonprofit sector as well as the Fund's mission and our core operating principles?

Through consultation with organizations such as Alliance for Justice, Foundation for a Healthy Kentucky and the Healing Trust, the Fund studied other models by which foundations have become active in public policy, community education and advocacy.

### Advocacy Activities Permitted

Maddox Fund's advocacy activities might include:

Public education and awareness, activities initiated by staff might include:

- Grant announcement press releases
- Features on the Maddox Fund Web site
- Social media posts about work of our nonprofits, Maddox initiatives or public policies impacting the nonprofit sector
- Created and curated public policy content of concern to Maddox or our nonprofit partners

Issue education and advocacy, activities might include

- Public Education
- Policymaker education (governing bodies, executive branch, regulators...)
- Convening key constituencies and organizing nonprofit partners
- News media outreach (editorials, quotes...)
- Capacity building

- Policy Development
- Nonpartisan analysis
- Core Mission Support grants to advocacy organizations

The Fund will, at all times, follow the limits the IRS places on private foundations regarding lobbying and electoral-related activity. Nothing in this procedure authorizes impermissible activities on behalf of the Fund or with the Fund's resources/grants.

## **Levels of Engagement and Approval Process**

### Rapid Response Approval Process

Rapid Response allows the Fund to formally use its voice and name in a timely manner on critical public policy issues. Generally, rapid response will be short-term actions that do not require significant board or staff resources. The approval process will mirror that of the Opportunity Grant, namely, the Executive Director, the Chair of the Board and the Chair of the Grant Committee may approve a rapid response. All actions will be reported at the next meeting of the full Board of Directors.

Rapid Response actions may include:

- Signing on to a joint public statement
- Writing an op ed to educate the community regarding an issue that impacts our mission or partners
- Short-term convening and stakeholder engagement

### Leadership Approval Process

On issues core to the Maddox Fund mission, the board may choose to take a leadership role. Leadership may require more Fund resources (financial and time, from board and staff) and could be long-term in nature. The approval process for leadership roles will mirror that of the application process, namely coming through the Grant Committee to the full board for formal action.

Leadership actions may include:

- Funding advocacy activities of nonprofit partners
- Public education and information campaigns
- Long-term convening and stakeholder engagement
- Building the capacity of nonprofit partners
- Coalition building
- Commitment of financial resources and significant staff time

### Public Statements, Media and Social Media

All media inquiries and public statements regarding the Fund's operations or advocacy efforts should be referred to the Executive Director. Only the Executive Director is authorized to make public statements pertaining to the Fund. No employee or board member, unless specifically designated by the Executive Director, is authorized to make public statements on behalf of the Fund.

The Fund respects the right of employees and board members to express personal opinions and to use social networking sites as a medium of self-expression and public conversation. If

an employee or board member mentions the Fund in original content on social media, the employee or board member should state that any views expressed are theirs alone and do not represent the views of the Fund. Employees and Board members are encouraged to curate Maddox Fund original content.

All employees should remain familiar with the Social Media policy in the Employee Handbook.

### **Guiding Questions**

As the Maddox Fund considers its participation in advocacy efforts, the questions below may guide our conversations and discernment.

- Will the issue impact our nonprofit partners or the Maddox Fund's operations?
- Will the issue touch one of our core program areas: education, marginalized youth, wildlife conservation?
- Do we have grantees that will be impacted by the issue? Will the people or environments they serve be impacted?
- How does the opportunity to use our voice relate to our Core Operating Values?
- To what extent does this issue build on the Fund's previous work or investments?
- How does the Fund's participation cultivate essential partnerships, advance courageous leaders, care for the vulnerable or make our community better (Core Operating Values)?
- How does the Maddox Fund's voice educate the community and provide transformative knowledge (Core Operating Value)?
- Is using the Maddox Fund's voice being a good steward of our resources? (Core Operating Value)?
- What specific types of actions are being requested as options?
- What resources (staff time, board time, Opportunity Grant) are necessary to act upon this issue?
- What are the budget implications of taking this action or position?
- Can the Maddox Fund bring a missing voice or unique dimension to this issue? Or join other voices?

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Updated: February 10, 2010—Name Change and Values Update