



## WORLD HEALTH RUN RESPONSIBILITY PLEDGE

**World Run, Inc.** is committed to upholding the highest degree of social accountability and responsibility. We are locally-focused, practice sustainability, seek responsible corporate sponsorship, conduct responsible business practices, are apolitical, non-religious, and financially transparent.

### **We are locally-focused.**

We celebrate local communities and empower local organizations to make a difference in the world. Our Major Collaborative Partners are all systems empowering local champions. Rotary requires local community prioritization for all their global projects; the National Peace Corps Association supports the Peace Corps, whose volunteers empower local communities globally, and Affiliate Groups in the U.S., who support local service groups domestically; and the Consortium of Universities for Global Health empowers local and global efforts to build health knowledge and evidence-based best practices.

### **We practice sustainability.**

We fund projects with principles that ensure their long-term impact. Within the spectrum of health focus, we emphasize Health Promotion and Prevention, and Health Systems Strengthening. Health Promotion and Prevention assists individuals and their loved ones by reducing or controlling the threat of illness. Health Systems Strengthening ensures reliable community access to quality healthcare services now and in the future by building capacity for both service delivery and sustainable management.

### **We seek responsible corporate sponsorship.**

**WORLD HEALTH RUN** strives to project an image that upholds the highest values in human health, planetary health, and social responsibility. We proudly seek and welcome private donors, corporate sponsors and foundations that fully align with our Mission, Vision, Values, and Responsibility Pledge. We reserve the right to decline requests for sponsorships when there may be a real or perceived



conflict between the requesting party's corporate products or practices, and our Mission, Vision, and Values.

Therefore, we do not accept sponsorships from the following industries: alcohol, tobacco, firearm, ammunitions, oil, and coal. We do not accept sponsorships from corporations with unfair labor practices or poor safety records. We welcome the application of every entity who would like to support the health of our world. We will accept all sponsorships on a case-by-case basis, as we meaningfully review the social and environmental impact and corporate practices of all applicants. With this consideration we will carefully review the practices of sponsorship applications from industry where corporate watchdog groups offer a critical evaluation of some corporations. This increased scrutiny may apply but is not limited to industries such as the following: beverage companies, including sugar-sweetened beverages, juice companies, bottled water, insurance, pharmaceuticals, and mining, among others. World Run, Inc. reserves the right to accept or reject any application for sponsorship or to terminate sponsorship at any time if there is a real or perceived violation of the Values and Responsibility Pledge of **WORLD HEALTH RUN**.

**We conduct responsible business practices.**

We ensure all items we source are fair trade, sweatshop-free, and environmentally friendly. We also produce **WORLD HEALTH RUN** events in as many locations as possible to reduce the travel required to participate. At the administrative level, we are committed to being as paper free as possible, and recommend that recycling be available at all race events.

**We are an apolitical organization.**

We make no political statements, political commentary, or legal justifications. We do not endorse or back any political candidates or officials. We only provide unbiased and evidence-based information concerning topics related to human health, planetary health, and health equity. We do provide platforms for discussion and exchange, including lists of reading materials for these discussions. We make every attempt to ensure that all information created for and distributed by World Run, Inc. is factual and responsibly represents the most

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relevant perspectives in an unbiased and apolitical manner. All discussions, blog posts, readings, etc. reflect only the opinions of the authors and moderators and not the opinion of World Run, Inc. or any of its partners or sponsors.

**We are not a religious organization.**

While we do accept requests to work with religious-based institutions to support relevant projects, we require that religion play no direct, implied, or perceived role in the name, purpose, procedures, or focus of projects sponsored by **WORLD HEALTH RUN**.

**We are financially transparent.**

We report all revenue, expenses, and profits in our annual report which is free to download from our website upon completion of our fiscal year. We direct as much revenue as possible toward our impact projects. However, we do not define what portion of donated funds be directed toward “administrative” versus “on the ground” costs within individual projects. We don’t believe that fewer dollars spent on administration always yields greater impact on the ground. We ask our registrants and donors to consider that reasonable administrative and evaluation costs are necessary for certain projects.

Sustainable interventions require long-term commitments, strategic planning, and close communication between partners. Therefore, the funding of governance, oversight, and training is critical for responsible development. We publish our annual report because we are proud that we have a long term vision for this initiative. We already know that a higher percentage of funds will be needed to establish administrative structures and processes in our initial years. This is necessary to grow our impact projects responsibly, and ensure we win the fight for health equity.

We encourage donors to use **WORLD HEALTH RUN** to support responsible and impactful projects. If you have any questions or concerns about where your donations are being directed, do not hesitate to contact us at [admin@WorldHealthRun.org](mailto:admin@WorldHealthRun.org). We will put you in contact with the appropriate organization or impact project if more information is needed.

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