

**Regina Community Clinic
Board of Directors
Policies and Procedures**

Policy: Communication, Brand & Reputation
External Working Relationships and
Public Image

Policy # CBR-001

Approved by:
Date:

Board of Directors
April 23, 2025

Policy: External Working Relationships and Public Image

This policy addresses the external working relationships between the RCC and the community and public image of the organization.

Purpose: The purpose of this policy is to outline RCC's role in the community as it pertains to its working relationship and maintaining strong public image and credibility.

Policy Statements:

The Executive Director shall develop appropriate external working relationships to encourage community involvement and engagement in RCC's initiatives, and to maximize efficiency and effectiveness in the use of resources. In addition, through these relationships and public communications, ensure positive public image and credibility.

Accordingly, the Executive Director shall:

- Support and promote the organization's public image or credibility, particularly in ways that accomplish its mission;
- Inform the President, in a timely fashion, of all significant media situations and enquiries;
- Act as the spokesperson for the RCC in media responses or delegate the same as delegated per GOV-009;
- Inform the members of the RCC's initiatives and accomplishments and provide relevant information to members transparency;
- Take the initiative to develop external working relationships with other organizations that have an influence on health or determinants of health, in seeking to achieve the Strategic Plan;
- Obtain input from appropriate stakeholders when developing means for achieving the Strategic Plan;
- Develop collaborative relationships with organizations whose practices are compatible with the Board's stated policies;
- Where appropriate, enter into a corporate sponsorship arrangement with any organization whose principles and products are consistent with the Policies and Values of the Board and has been approved by the Board;
- Budget and allocate financial resources which may be used to make donations to groups and organizations with visions and values similar to RCC.

Approval/Implementation/Evaluation Process	
Date Approved:	April 23, 2025
Approved by:	Board of Directors
Who & Date Reviewed:	Governance Committee, March 2, 2021; Board of Directors, March 15, 2021; Advocacy Committee, March 13, 2025
If revised, indicated the policy cancelled or suspended:	CBR-001 and CBR-002 amalgamated into NEW CBR-001; Old CBR-002 deleted.
Distribution:	
Monitor Date:	
Type of Monitoring:	
Director Responsible:	