

Policy on Corporate Funding, Sponsorship or Support

This policy applies to: Trustees
Staff

1. Why have a policy on accepting corporate funding or support?

Action against Medical Accidents (AvMA) recognises that income from a variety of sources makes a vital and positive contribution to its ability to meet its charitable objectives, and warmly welcomes the support it receives. AvMA is a charity and places great importance on retaining its independence and the confidence of its beneficiaries, the public, of funders and other stakeholders. We strive to live up to the same level of transparency and integrity which we expect of other public bodies and professions. Having a policy ensures that we make careful and appropriate decisions about who we approach for funding, what funding we will accept and on what terms. It also provides a transparent statement for the outside world about how we reach such decisions. We believe this to be in the interests of both AvMA and our funders.

2. What kind of arrangements does the policy cover?

This policy covers the following forms of funding from organisations, firms or individuals:

- a) grants from charitable trusts, government departments, or other organisations
- b) contracts for the provision of services by AvMA
- c) sponsorship including sponsorship of events, publications or websites
- d) donations
- e) secondments of staff and other gifts in kind

3. On what basis will AvMA seek or accept any of these forms of funding?

- 3.1 AvMA will only accept funding if it considers that the funding will not influence policy positions, decisions or actions of the charity
- 3.2 AvMA will not accept funding if doing so is likely to cause a conflict of interest or bring the charity's name into disrepute. Examples include if the organisation concerned:
 - a) is known to act illegally, dishonestly, or unethically. In considering whether an organisation is ethical, the criteria in AvMA's Investment Policy should be referred to.
 - b) is known to seek undue influence through provision of funding
 - c) is of a particular party-political persuasion

- d) Acts in a manner considered to be incompatible with the purpose and values of the charity, or
 - e) is perceived to be acting against the interests of the charity or its beneficiaries
- 3.3 AvMA will not accept funding in return for explicit endorsement or recommendation of a product or service and funders will not be permitted to quote or imply AvMA's endorsement without prior permission
- 3.4 Potential funders, donors, seconders of staff or sponsors will be made aware of the above conditions for AvMA accepting such support before an arrangement is agreed to. If a donation has already been received and it is found that it does not conform with the above principles, it will be returned.

4. How will AvMA make decisions about sources of funding?

- 4.1 All managers in AvMA will be made aware of this policy and understand the requirement to implement it. Managers should apply reasonable due diligence to assure themselves the funding would not be perceived as a conflict of interest or bring AvMA into disrepute. This will include consideration of whether the organisation or its activities fall into any of the categories in 3.2 above.
- 4.2 If there is a doubt about the suitability of a potential source of funding, the matter will be referred to the Chief Executive who will consider the case on the above principles and make a decision. If the Chief Executive is not confident that the source of funding is acceptable under this policy or the value of the support is above £25,000 in any one year, he/she will refer the matter to AvMA's Executive Committee or Council of Trustees.
- 4.3 Wherever possible, there will be a written agreement making clear the conditions under which AvMA accepts funding or support.
- 4.4 In making decisions managers or trustees will ensure compliance with relevant requirements and guidance issued by the Charity Commission, Fundraising Regulator, and the Scottish Charity Regulator if appropriate.

5. What if concerns arise after the acceptance of funding?

If AvMA becomes aware that an existing source of funding may not be within the spirit of this policy, the arrangement will be reviewed by the Chief Executive and if necessary, the Council of Trustees. If it is found to be unacceptable, steps will be taken to cease the arrangement and disassociate the charity from the funder as soon as is practical.

6. Other issues which AvMA will consider

In addition, AvMA will seek to avoid a situation where any single source of funding becomes so important to it that there is a danger of the charity becoming unduly influenced or afraid to challenge/offend the funder in the interests of the charity's beneficiaries. The Chief Executive and Trustees of the charity will keep this under review as part of the charity's risk assessment process.

In the case of secondment of staff, the staff concerned will be required to sign an undertaking on confidentiality and conforming with all other policies of AvMA.

Agreed at Council Meeting: 3rd July 2019

Due for review: 2022

Lead Committee: Executive Committee
Related policies: - Conflict of Interest
- Gifts, Hospitality & Entertainment
- Investment Policy