



CORPORATE PARTNERSHIP POLICY

Introduction

KidsAid actively seeks opportunities to collaborate with external organisations to achieve shared objectives. We also seek opportunities for income generation through sponsorship and corporate partnership.

However, it is vital that we maintain our independence and do not allow external partnerships to bring the name of the Charity into disrepute. This policy has been devised to address sponsorship and corporate partnership and ensure clarity and openness to all our stakeholders.

This policy governs funding received from corporate entities and bodies, outlining the terms for accepting such funding. It ensures transparency and alignment with the foundation's charitable objectives. The policy aims to provide clarity to members, stakeholders, partners, and the public. It covers sponsorship, core funding, cause-related marketing, fundraising donations, donor rights, and in-kind gifts.

Scope and Purpose

This policy serves as a guide for all engagements between KidsAid and its corporate partners. Both parties aim to create meaningful and impactful initiatives that benefit children, families, and communities while upholding shared values and ethical standards.

Definitions

For the purposes of this policy, corporate support will be considered as “sponsorship” and “corporate partnership”.

‘Sponsorship’ is defined as ‘an agreement between KidsAid and the sponsor, where the Charity receives either money or a benefit in-kind for a specific event, campaign, or project from an organisation which in turn gains publicity or other benefits.

‘Corporate partnership’ is defined as ‘a commercial activity by which the Charity forms a partnership with a business to market an image, product, or service for mutual benefit. This might involve use of the Charity’s name and/or logo in conjunction with the sale of the business’ goods or services.’

Ethical Principles

KidsAid believe in collaborating with corporate partners who share our vision, mission, and values to ensure the well-being of children and families affected by various challenges.

KidsAid and its corporate partners are committed to upholding Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty, and leadership in all collaborative efforts.

To guide collaborations with sponsors, partners, and fundraisers, the following principles are to be upheld:

1. Alignment with KidsAid's Mission, Values, and Objectives

Partnered activities must align with KidsAid's ethos. We seek partnerships with corporations that align with our vision of safeguarding children and our mission to support traumatised children and young people through evidence-based therapies.

Partnerships should reflect our shared values, including prioritising the needs of children and parents, delivering excellence in creative therapies, respecting diversity, and supporting families in all their forms.

Corporate partners must demonstrate a commitment to prioritising the needs of children and their well-being, ensuring that any partnership initiatives contribute positively to their lives.

KidsAid reserves the right to decline partnerships conflicting with its values or objectives. Transparency is expected about conflicting relationships from partners.

All corporate partners must adhere to ethical standards and legal regulations in their engagements with KidsAid. This includes respecting confidentiality, privacy, and safeguarding policies for children and families.

2. Roles, Responsibilities and Decision-Making

KidsAid will establish what we expect to gain from a corporation when entering into an agreement and set up appropriate systems to monitor and review the partnership.

Against the framework of KidsAid's ethical values, consideration will be given into whether a proposed corporate partnership is appropriate and in the best interests of the Charity.

Regardless of the size or nature of the partnership, KidsAid will take the appropriate steps to ensure that we identify and manage any risks connected to a partnership/ fund-raising agreement.

KidsAid must ensure from the outset of an agreement that the expectations of both the Charity and the company have been agreed and can be managed effectively and appropriately.

Credibility and trust in partner relationships comes from good communication, competence, reliability, and delivery. When the rights and obligations of each partner are negotiated, the expected contribution of each party, including KidsAid, is clearly stated.

Every effort is made to build mutual respect within the partnership, as characterised by open dialogue and a willingness to give and receive constructive criticism. Problems and disagreements are dealt with openly and transparently through agreed procedures.

3. Accountability

KidsAid is responsible to its partners, and we are collectively accountable to the individuals and communities with whom we serve.

Working together is as much about an attitude and a choice, as it is a balance of financial and material resources.

The principles and values contained within this partnership policy serve as the framework for ensuring clear and transparent working relationships based on openness, trust, respect, and mutual accountability.

KidsAid proactively engages potential sponsors and corporate supporters. Contracts allow withdrawal if partnerships breach policy areas. Sponsorship details are transparently recorded, complying with General Data Protection Regulation (GDPR) and relevant laws.

4. Exclusions

KidsAid refrains from affiliations with companies involved in tobacco, alcohol, pornography, gambling, and weapon industries.

Situations of legitimate concern include companies heavily involved in pharmaceuticals, risky financial schemes, debt management, welfare-to-work programs, nicotine and vaping products, political organisations, private healthcare, weight loss or dieting, short-term loan providers, or pay day lenders.

KidsAid recognises that our name is an asset, and that partnership association can generate substantial benefits for a company. As such, KidsAid will take steps to protect and, where appropriate take professional advice on valuing our name.

As best practice KidsAid will check the credentials of a company, consult with other charities or organisations that have dealt with the company and take professional advice where this is deemed appropriate.

5. Monitoring and Review

Regular evaluations of partnership initiatives will be conducted to ensure effectiveness and alignment with our mission. Feedback from all stakeholders will be valued and integrated for continuous improvement.

KidsAid will monitor and review the performance of partners on a regular basis, to ensure that they remain an effective means of fundraising.

Policy review occurs every twelve months or as necessary by the Corporate Partnerships and Marketing Manager, and Business Development Subcommittee.

Procedures

Any Board or staff member planning to approach an individual or organisation with a proposal for corporate support should first consult with the Corporate Partnerships and Marketing Manager in order that any approach can be co-ordinated.

The Corporate Partnerships and Marketing Manager will maintain a status report detailing the status of discussions with current and potential corporate partners/sponsors. The Status Report will be circulated monthly to the Development Lead, and on a quarterly basis to the Business Development Subcommittee to report new or existing arrangements with corporate supporters.

Corporate sponsorship and partnership arrangements where the total value does not exceed £25,000 per annum may be approved by the CEO in consultation with the Business Development Subcommittee provided that the arrangement is based on the general principles outlined in this policy.

All corporate sponsorship and partnership arrangements where the total value is £25,000 per annum or more or which are considered, in the view of the Business Development Subcommittee to be of a sensitive nature (particularly in respect of the Charity's reputation), require the approval of the Standards and Compliance Subcommittee.

A formal contract between the Charity and any corporate supporter will be required for all sponsorship or partnership agreements.

In the case of sponsorship or partnership by cash payment(s), in general, payment(s) should be made in full at the beginning of the period of support (upon the signing of the contract by the parties), unless the agreed support covers more than one financial year, in which case phased payment(s) may be agreed.

Marketing and Media

Media relations for all sponsorship agreements will be handled by the Corporate Partnerships and Marketing Manager.

The Charity will agree with the sponsor or corporate partner the nature and content of the publicity and will retain the right to approve all publicity material.

The use of the Charity's logo on any corporate partner or sponsor's publicity must be approved by the Corporate Partnerships and Marketing Manager. In the case where a corporate supporter uses the logo in any way that has not been approved by KidsAid, then the Charity has the right to terminate the contract.

Branding and Reputational Guidelines

1. Control over Content

KidsAid retains control over content and marketing associated with any KidsAid led activity.

2. Use of KidsAid's Brand

External organisations require authorisation for any use of KidsAid's brand or logo.

3. Strategic Consideration

Each sponsorship is evaluated for strategic fit, alignment with strategy, and contribution to objectives.

4. Member Database Protection

Member details are not shared with external sponsors.

Transparency

A full list of corporate sponsors giving over £5,000 will be maintained on KidsAid's website. A copy of this policy will be displayed on our website.

Fundraising Policy

This policy should be read in conjunction with the Fundraising Policy.

Whistleblowing Policy

If you have concerns regarding KidsAid's fundraising practice, please refer to our Whistleblowing Policy.

Complaints Policy and Procedures

KidsAid will respond to all complaints from sponsors and members of the public in a timely, respectful, open, and honest way in line with KidsAid Complaints Policy.