

# Corporate Support Policy

*For the purpose of this document, corporate support will be considered as membership subscriptions, funding or in-kind support received from for-profit organisations.*

Hampshire and Isle of Wight Wildlife Trust (the Trust) is committed to improving conditions for land and sea wildlife by expanding and enhancing the quality of the wildlife environment and people's awareness of the significance of that environment for their own lives.

In order to achieve this, financial contributions and 'in-kind' support are accepted from like-minded organisations, individual supporters, corporate and philanthropic foundations and private companies. This Corporate Support Policy applies to private companies and corporate foundations who are applying to become corporate members of the Trust and/or are willing to sponsor specific projects, programmes or activities.

## General principles

The Trust is pleased to work with corporate supporters who are committed to the Trust's mission. In addition to helping the Trust deliver its vital work, the Trust sees such relationships as opportunities to share expertise and to encourage corporate supporters to integrate the full range of environmental considerations into their business strategy. The Trust also believes that a sustainable environment can only be achieved through education, and that all corporate supporters can play a vital role in promoting greater environmental awareness and understanding amongst both employees and customers. Accordingly the Trust will welcome corporate support on the basis detailed below:

1. Corporate support is accepted by the Trust for programmes and activities that are consistent with the charity's aims and vision. The Trust will not have relationships with organisations or industries whose principles, policies or conduct are in obvious conflict with the charity's values or where, in the Trust's view, public perception of such organisations and industries might undermine the Trust's reputation or credibility and/or damage our relationship with a significant number of our supporters. Should this occur, the Trust reserves the right to refuse corporate membership or withdraw from a sponsorship agreement.
2. The Trust aims to be self-sustaining through membership subscriptions and funding from government agencies and philanthropic foundations. Therefore whilst the Trust welcomes appropriate support via corporate funding, it is not the intention of the Trust for such funds to constitute the majority of its funding or for the Trust to become financially dependent on corporate funding.
3. The Council of the Trust will instruct officers to seek support from a range of funding sources in order to achieve its objectives. The Trust will not find a funder and then set policy according to the funder.
4. Relationships with corporate supporters will be based on the principles of mutual respect, integrity and independence. The Trust will not enter into funding agreements that contain any clauses that might restrict the charity's freedom to set, implement or communicate



about policy issues relating to its aims and objectives. The Trust also reserves the right to publicly object to any development/activity of the corporate supporter that is not compatible with Trust objectives.

5. The Trust expects its corporate supporters to demonstrate a willingness to reduce the environmental impact of their business. This may take the form of implementing an environmental policy, evidence of environmentally friendly practices and/or a willingness to adopt a policy/act on advice to improve environmental performance.
6. Acceptance of corporate funds does not imply the Trust's endorsement of any of the company's products, services, programmes or activities.
7. The Trust will maintain control and objectivity with respect to any service, programme or project that is developed, sponsored or supported with corporate funds. The Trust does not permit influence by corporate supporters beyond the usual input the Trust seeks from stakeholders.
8. The Trust may accept a corporate supporter's provision of in-kind expertise to assist with a project and/or core activities provided the principles outlined above are met.
9. Corporate supporters may participate in Trust events that are organised to gather stakeholder input. All participants must comply with the charity's policies.
10. The Trust retains the right to review and/or terminate any corporate relationship at any time. Fourteen days' notice of intention to terminate will be given in writing, together with full reasons for the decision to terminate. Before terminating the relationship the Trust will make every effort to re-build the relationship provided the Trust's integrity and reputation is not compromised.

### **Use of Trust name, logo, and property**

1. The Trust agrees to provide appropriate recognition of corporate support in its annual report, on its website, and as appropriate to any sponsorship agreement.
2. The Trust retains the right to approve the use of the charity's name, logo, and language related to statements recognising the corporate support.
3. The Trust will retain control over any projects and/or core activities bearing the Trust name and logo, and over the use of the Trust's intellectual property, such as accreditation standards, regardless of any corporate relationship.

Sponsorship is defined as financial or 'in-kind' support for a specific project, programme or activity. All sponsorship arrangements will be subject to a separate sponsorship agreement to be signed by both parties but will contain the requirements outlined above.

### **Guidelines for use of Trust logo by corporate supporters**

Corporate members (Wildlife Investors) will be permitted to use the Trust's logo to acknowledge their support provided that:

- a) The logo is used in full and not as part of any other logo or image. The minimum size of the logo should be 25mm x 25mm.



- b) Black and white reproduction only is permitted.
- c) The logo is not used in any way to indicate endorsement of or sponsorship of an idea, product or position of a corporate member.
- d) All uses of the logo must be approved in writing by nominated representatives of the Hampshire and Isle of Wight Wildlife Trust and only after supply of a proof showing the final size and location of the logo on the printed/electronic material.
- e) In case of termination of their membership the corporate member undertakes to remove all logos from corporate material within three months of the date of termination.
- f) Logos will be supplied in electronic format (jpegs, tiffs or bmp files).

### **Procedure for accepting corporate support**

***The following procedure will be followed when the Trust is considering applications for corporate membership:***

1. The Corporate Support Officer evaluates the appropriateness of the application from a corporate organisation. The evaluation process will be based on the general principles outlined in this policy document.
2. The Corporate Support Officer emails a list of corporate supporters and applicants to the SMT on a regular basis. This is to ensure wider awareness of corporate supporters, to check that all relationships are appropriate, and to create an opportunity to raise any wider issues before a final decision is made.
3. If the Corporate Support Officer is unsure about the potential supporter's suitability, s/he will refer to the Head of Marketing, Membership & Fundraising and Chief Executive (in consultation with the rest of the Senior Management Team) to help make the decision.

***The following procedure will be followed when the Trust wishes to approach corporate organisations for sponsorship or 'in kind' support:***

1. An initial evaluation of the appropriateness of support will be carried out by the Corporate Support Officer and relevant Head of Department or appropriate Project Officer. The evaluation process will be based on the general principles outlined in this document and will be undertaken before the potential supporter is approached.
2. Companies approved as potential corporate sponsors may then be approached with sponsorship proposals subject to any restrictions that have been identified.

***The following procedure will be followed for recruiting Wildlife Investors***

1. The Corporate Support Officer selects potential supporters based on environmental and social credibility. Potential Wildlife Investors should not be using the scheme as a 'greenwash' mechanism but already express a proactive interest in sustainable business.
2. Corporate supporters should preferably be sought within or close to designated Living Landscape areas, in order to increase Trust presence and awareness in these zones.

