# Policy & Procedures

## Fundraising, contracting & purchasing

This Ethical Fundraising & Contracting Policy should be agreed and held by the Board of Directors. The Chair of the Board should sign the Policy and be publicly accountable for upholding it.

## Introduction to the Organisation – Vision and Values

The Culture Health & Wellbeing Alliance (CHWA) believes that our health and wellbeing are built on our capacity to be creative and to feel invested in and valued by our culture. The Alliance strives to support and develop activities and policies to build a society in which we are all able to access our creativity and build diverse, rich cultures together.

CHWA is a free membership organisation. We support our members and the wider sector by

* Building partnerships across culture, creative practice, health, social care, local government
* Offering a go-to hub of online resources
* Promoting best practice through our website, social media and annual awards
* Informing, training, offering peer support
* Support the development of regional networks across England

Our strategic priorities for 2020-22 are Sustainability and Inequalities.

## Definitions and rationale

The purpose of this policy is to ensure clarity and openness to all our stakeholders.

[The Organisation should set out the key reputational risks which they have identified through accepting funding from, or partnering with, any external organisation or individual.]

CHWA has a responsibility to its stakeholders and participants to consider ethical issues that may arise in working with, accepting funding from, or contracting an organisation/individual and the associated risks.

The subsequent document sets out the decision-making course CHWA will follow, and outline the approach to relationships to ensure clarity and openness for all of CHWA’s stakeholders.

### Fundraising and partnership

To help guarantee the availability of ongoing funds to pay for its work, CHWA aims to maintain a broad base of different sources of funding.

Fundraising refers to any effort to bring new monies into the Culture, Health & Wellbeing Alliance to support its core business or projects, whether undertaken by CHWA alone or jointly with partners. Fundraising may be about cash income or support-in-kind, or simply stronger local and national partnerships. See also the criteria for membership of our key partner groups: Strategic Alliance Members, Strategic Alliance Partners, and Regional Champions.

### Contracting and purchasing

From time to time CHWA will contract organisations and individuals to provide services to it and its membership, from banking to software to creative services and training. It will also need to purchase goods and services.

## Context

The Organisation actively seeks opportunities to work together with external organisations and individuals to achieve shared objectives. However, it is vital that CHWA maintains its independence and does not allow any external partnership to bring CHWA’s name into disrepute.

The Organisation therefore accepts financial support from, and partnership working with, companies and individuals on the following conditions:

* There are strong grounds for believing that this will result in a benefit to CHWA’s beneficiaries
* The Executive Director and Board of Directors are satisfied that no adverse publicity will result from accepting such support
* There is no attempt on the part of the company or individual to influence CHWA’s policy or actions either explicitly or implicitly
* Initiatives do not compromise the independent status of CHWA

## Cause-Related Marketing, Affinity Marketing and Product/Service Endorsement

* CHWA does not endorse or approve the products or services of any company. A statement to this effect will be included alongside any branding or promotion associated with products
* Only CHWA will have direct access to its database and beneficiaries
* In order to ensure that all of CHWA’s cause-related promotion reflects CHWA’s values, any potential initiative must come to the Executive Director for approval.

## Avoidance Criteria

The Organisation will not accept any funding from companies directly involved in activities that run contrary to its overall charitable objectives / vision / aims. In particular it will not accept financial support or partnerships with companies involved with any of the following activities: Animal testing; genetic engineering; human rights abuses; intensive farming; manufacture of environmentally hazardous products or chemicals; military contracts; fossil fuel industries including mining; nuclear power; third world debt; third world marketing; the manufacture of tobacco; and water pollution.

CHWA will consider organisations involved with the following activities on a case-by-case basis: pharmaceutical manufacture; and food industries involved with products known to be damaging to health, including alcohol, high-sugar and highly processed foods and drinks.

## Acceptance Criteria

When deciding whether to accept any particular donation, the Executive Director and Board of Directors have a duty not to compromise CHWA’s ethical position, harm its reputation or put future funding at risk. CHWA complies with all relevant legislation, including money laundering rules, the Bribery Act and Charity Commission guidance, including terrorism and political activity. CHWA will therefore not accept any of the following where a donation:

* Was known to be associated with criminal sources and/or illegal activity
* Would help further a donor’s personal objectives, which conflict with those of CHWA
* Would lead to a possible decline in support for CHWA, and so risk a fall in the resources available to fund its work or damage its longer-term fundraising prospects
* Would otherwise impact adversely on CHWA’s reputation
* is inconsistent with Government policy

## Purchasing

CHWA will not knowingly purchase goods and/or services produced and delivered under conditions which involve any form of abuse or exploitation of third parties.

Evidence (not exhaustive) of such abuse and exploitation includes:

* The use of child labour
* Failure to pay employees a living wage
* Working hours are excessive
* Evidence of any form of inhuman, unreasonable or discriminatory treatment of employees

Where possible CHWA will research purchases using sources such as [Ethical Consumer](https://www.ethicalconsumer.org/).

CHWA expects suppliers to accept responsibility for labour and environmental conditions under which products are made and services are provided and to make written statement of intent regarding the company’s policy.

## Further Points

CHWA recognises that, in accepting funding from statutory bodies, it must consider the policy implications and obligations that might be tied to it and ensure that these do not contravene the aims of CHWA. CHWA can seek to raise funds from a series of charitable Trusts and Foundations, but recognises that, simply because these have been registered with the Charity Commission does not mean that they are ethical givers. CHWA therefore does not accept money from any Charitable Trust if it is a requirement of grant receipt to advertise any company or organisation whose activities run contrary to the CHWA’s aims. CHWA will maintain accountability and open and honest relationships with all its partners, by regularly monitoring and evaluating its work. This statement of policy is meant as a working guide. Any final decisions will be governed by the Board of Directors. It is the duty of the Board to advise of any potential conflicts of interest with regards to funding or partnerships, and for the Board to act in CHWA’s best interests at all times.

Agreed at the Meeting of the Board of Trustees on: ..........................

Signed by ..............Chair, Board of Directors

Date: ................Revised and updated: ..............