

Alehm Sponsorship Rules

Agreed by the Alehm Executive 9th March 2017

Review date March 2019



Alehm Sponsorship rules

Alehm achieves its objectives by working collaboratively with members and partners to extend the reach and effectiveness of its charitable activities and maximise value to members. Third party contribution to the costs of carrying out, providing, using or mounting an Alehm related activity or event can support a wider range of charitable activities to the benefit of Alehm's members.

By working with partners, Alehm is able to:

- mount joint initiatives, projects and training courses which will include wide ranging expertise and knowledge to achieve specific outcomes
- keep members up to date with developments across the public and private sectors at lower cost,
- Offer a wider range of training opportunities,
- Support consistency and effectiveness across a range of regulatory services.

The following principles will be adhered to in relation to partnership working, co-funding with external bodies, advertising revenue or sponsorship of activities run by Alehm;

- Alehm must ensure that any agreement or partnership is compatible with its agreed objects and powers laid down in the Charity's Memorandum and Articles of Association and also meets requirements of the Charities Act 1992 and all associated legislation.
- Any arrangements must bring benefits to Alehm's members and must work towards achieving Alehm's wider aims and objectives.
- Alehm will never promote the funder, other than to factually describe the capacity in which Alehm is working with the funder.
- Co-funding, advertising or sponsorship will never be a reason to redirect Alehm's core work from its agreed objectives or membership priorities.
- Alehm will not accept funds or payment from any organisation whose interests or activities could result in questioning Alehm's objectivity.
- Any co-funded or sponsored projects, activities or advertising agreements which are valued at greater than £500 must be approved by the Board of Trustees or the Chairman on their behalf and confirmed in the minutes. The secretary or Trustees can approve agreements that are valued at or below £500, but the approval of any such agreements will be reported to the next Trustee meeting.

During the course of the partnership, joint working, advertising arrangement or sponsorship Alehm will not endorse the participating commercial organisation or their products or services but make reference as appropriate to their support and assistance.

- Alehm will not enter into any relationship with companies involved in activities or sale of products that do not fit with accepted standards of public health and wellbeing.
- Any sponsorship and other payments from external bodies will be separately identified in the published accounts and complete records kept of how the funds are used.

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- Alehm will provide advertising opportunities to companies and partners through Alehm's various promotional activities and particularly on the web site. All advertisers will meet the criteria outlined above.

When entering into a sponsorship or co-funded arrangement Alehm will:

- identify the benefits to the charitable aims and objectives of Alehm;
- Consider any risks to Alehm and establish arrangements to minimise risks and monitor the effectiveness of the partnership throughout the course of the arrangement;
- Ensure partners share the ethical values of Alehm;
- Report in the annual report on all funded activity;
- Check the credentials of the companies and partners by reviewing company annual accounts and ask for relevant documentation to prove credit worthiness, where a potential risk to Alehm is identified;
- Alehm will not proceed with any partnership, sponsorship or co-funded project where there are objections received by members to the proposals.

When entering into an agreement with companies or organisations to advertise on any of Alehm's web or other promotional platforms, Alehm will;

- Ensure the company or organisation shares the same ethical values, and overall aims in relation to public health and wellbeing as Alehm.
- Considers the risks to Alehm in advertising the product and ensuring that benefits outweigh any potential risks.
- Has overall editorial control of the advert content to ensure there is no conflict of interest.
- Report advertising activity in the annual report.

Related documents

- **Alehm's Memorandum and Articles of Association**
- **Alehm Ethical Policy**
- **Fund raising strategy**