

Appendix 11

Dementia UK Ethical Policy

Working in partnership with events/activities benefitting Dementia UK

1. Purpose and Context

The purpose of this policy is to provide guidance in relation to the type and nature of companies and events (including those undertaken by Individuals and Groups who are fundraising in aid of Dementia UK) that Dementia UK will, and will not, work with in order to raise funds to support the delivery of its mission, vision and objectives.

2. Policy

Dementia UK will receive donations and enter into partnerships with companies, and will receive funds from 'in aid of' events/activities according to the following criteria:

- 2.1** The partnership and the wider business activity of the partner company and the event/activity must be legal.
- 2.2** The corporate donation/partnership or event/activity will not bring Dementia UK into disrepute.
- 2.3** The corporate donation/partnership or event/activity are not in contradiction of Dementia UK's aims and objectives.
- 2.4** Some partnerships and events/activities will not be permissible, or will require special consideration:
 - 2.4.1** Any proposed donation/partnership or activity associated with companies and events/activities linked to the manufacture or sale of tobacco, or to boxing (including with head-guards) will automatically breach clauses 2.2 and 2.3. Therefore Dementia UK will not enter into any partnership and will not accept any relevant donations from a company or from an Individual or Group fundraising in aid of Dementia UK where this association exists.
 - 2.4.1.1** 'Boxercise' or other boxing exercise routines/plans are excluded from this clause where they are purely focused on exercise, rather than physically boxing. However a proposed partnership with a boxing company, for example a donation to Dementia UK on boxing equipment, would be covered given the clear link to boxing.
 - 2.4.2** Any company or event/activity involved in the manufacture, sale or promotion of any product or service linked to dementia, memory loss or related symptoms will be referred to the Senior Management Team (SMT). Whilst such a product or service may be acceptable, caution needs to be exercised with no activity proceeding without reference to and guidance from the SMT, and if recommended by the SMT, Trustees.
- 2.5** Whilst alcohol is not covered by this policy, as a health charity Dementia UK needs to exercise caution. Given the link between alcohol and certain dementias, it would not be appropriate to link the Dementia UK or Admiral Nurse logos with an alcohol brand or company. Similarly, it would not be appropriate to associate the Dementia UK/Admiral Nurse name and brand with events and activities where the primary purpose was the consumption of alcohol. An example of this would be a 'Pub Crawl for Dementia UK'. However it would be acceptable to be associated with a pub quiz, for alcohol to be served as part of an event, or for collection tins to be in a pub. It is accepted that there are grey lines though, and a case by case approach will be taken.

Continued overleaf...

3 Process

- 3.1** When considering entering into partnerships, accepting donations or developing events, please refer this to your Dementia UK contact who will confirm whether it is appropriate for the charity and undertake any necessary escalation within the charity and due diligence to ensure any company or activity complies with the criteria outlined in section 2 above; and an assessment of risk will be made.
- 3.2** Reference will be made to the requirements of the Code of Fundraising Practice (held by the Fundraising Regulator) and relevant charity legislation.
- 3.3** Dementia UK will specifically enter into a contract with a corporate partner to ensure compliance with charity legislation and that all expectations, aims and needs of both parties are outlined and understood. This contract will be signed and copies held by both parties before any activity begins.

4 Communication

If a decision is required on whether we can or cannot work with a company or accept a donation from an Individual or Group fundraising in aid of Dementia UK, then that decision will be recorded in an Ethical Register and communicated to the Group's main contact.

November 2017