



Lancashire,  
Manchester &  
N Merseyside

## Corporate Relationships Policy

### Corporate Support

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

1. Corporate support is accepted by the Trust for programmes and activities that are consistent with the charity's objectives. Where 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 supporters, the Trust reserves the right to refuse corporate membership or withdraw from an existing agreement. The Trust will enter discussions with a view of rectifying any conflict of interest.
2. 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 then set policy according to the funder.
3. 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.
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 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 or 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 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.
8. Corporate supporters may participate in Trust events that are organised to gather stakeholder input. All participants must comply with the Trust's policies.
9. The Trust retains the right to review and/or terminate a corporate relationship at any time. Fourteen days' notice of intention to terminate will be given in writing, together with full reasons for the decision not to renew. Prior to a final decision, the Trust will make every effort to re-build the relationship provided the Lancashire Wildlife Trust's integrity and reputation is not compromised.

10. Sponsorship is defined as financial or 'in-kind' support for a specific project, programme or activity or as unrestricted donations. Unless previously agreed, corporate membership donations are classed as unrestricted income for the trust.
11. Where it is prudent for in-kind or financial donations to be used by the Trust for purposes other than the original stated intention, the Trust will, as a courtesy, inform the donator in advance of this alteration.
12. Payments for Corporate membership are considered as a donation to support our work and are as such non-refundable.

### **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 recognizing 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 relationships.

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

*Logos will be supplied in the correct electronic format.*

Corporate members will be permitted to use the Trust's corporate logo on their website to acknowledge support provided that:

- The logo is used in full and not part.
- The logo is not used to endorse an idea, product or position of a corporate member.
- In case of termination of their membership, the corporate member removes all logos from their website within one month of the date of termination.

Corporate members are **not** permitted to use the Trust logo in the following circumstances:

- On their email signatures.
- On headed paper
- On products (unless a specific sponsorship/cause related marketing agreement is in place)

Corporate members **are** permitted to use the Trust logo in the following circumstances:

- Internal magazines and newsletters with a view to promoting the relationship
- On the company website, with the purpose of promoting the relationship