



## Yorkshire Wildlife Trust 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 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 an existing agreement.
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 and then set policy according to the funder.
3. 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.
4. 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 practises and or a willingness to adopt a policy or act on advice to improve environmental performance.
5. Acceptance of corporate funds does not imply the Trust's endorsement of any of the company's products, services, programmes or activities.
6. 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.
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 charity's policies.
9. 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.

10. 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.

### **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.

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

*Logos will be supplied in electronic format (jpegs, tiffs or bmp files).*

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

- The logo is used in full and not as part of any other logo or image.
- The logo is not used in anyway to indicate endorsement of or sponsorship of an idea, product or position of a corporate member.
- In case of termination of their membership the Corporate Member undertakes to remove all logos from their website within three months of the date of termination.

Corporate Members will be permitted to use the Trust's corporate logo in their email signatures providing that:

- The logo is no larger than the company's own logo
- The logo is hyperlinked to YWT's homepage, [www.ywt.org.uk](http://www.ywt.org.uk)
- The email signature has been approved by YWT before use

Corporate members will only be permitted to use the Trust's corporate logo on printed material in some circumstances:

- YWT will not endorse the use of the Trust's corporate logo on headed paper, etc
- YWT will not endorse the use of the Trust's corporate logo on products (unless a specific sponsorship/ cause related marketing agreement has drawn up, subject to prior approval)
- YWT will endorse the use of the Trust's corporate logo in internal magazines or periodic newsletters when the company is promoting the new relationship.