



The Wildlife Trust of Lancashire, Manchester and North 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, there is negative public perception of such organizations and industries, the Trust will endeavour to enter discussions with a view of rectifying any conflict of interest.
2. In circumstances where relationships might undermine the Trust's reputation or credibility and/or damage our relationship with a significant number of our supporters, the Trust reserves the right to refuse corporate membership or withdraw from an existing agreement.
3. The Trust will instruct its officers to seek support from a range of funding sources in order to achieve its objectives. The Trust will therefore not find a funder and then set policy according to the funder.
4. 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.
5. 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.
6. 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.
7. Acceptance of corporate funds does not imply the Trust's endorsement of any of the company's products, services, programmes or activities.
8. 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.
9. Corporate supporters may participate in Trust events that are organised to gather stakeholder input. All participants must comply with the Trust's policies.
10. The Trust retains the right to review and refuse renewal of a corporate relationship at any time. Notice of the Trust's intentions regarding non-renewal of membership will be given in writing Thirty days before the renewal date, 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.
11. 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.
12. 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.

13. 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 the level of 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.
4. Corporate supporters will at all times adhere to the guidelines for use of the logo set out below.
5. Guidelines for use of Trust corporate logo by corporate supporter
 - 5.1. Where the level of sponsorship allows the use of the Trust's logo, logos will be supplied in electronic format (jpegs, tiffs or bmp files)
 - Corporate supporters 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 any way to indicate endorsement of or sponsorship of an idea, product or position of a corporate member.
 - The logo is no larger than the company's own logo
 - The logo is hyperlinked to the Trust's homepage, www.lancswt.org.uk
 - 5.2. In case of termination of their membership the corporate supporter undertakes to remove all logos from their website within three months of the date of termination.
 - 5.3. Corporate supporters will only be permitted to use the Trust's corporate logo on printed material in the following circumstances:
 - in internal magazines or periodic newsletters when the company is promoting the new relationship.
 - in publications when the company is highlighting mutually agreed environmental and wildlife issues or when addressing environmental and wildlife concerns.
 - 5.4. Corporate supporters will not use the Trust's corporate logo:
 - on headed paper, etc
 - on products or product brochures (unless a specific sponsorship/ cause related marketing agreement has drawn up, subject to prior approval)



**Lancashire,
Manchester &
N Merseyside**

Guidelines for use of corporate logos by Lancashire Wildlife Trust

Where a corporate logo is supplied for partnership publicity, the Trust will respect the use of this logo and name and follow any agreed guidelines on how and where it is used.

Policy updated March 2014