

# Ethical funding & partnerships policy

2022

## Introduction

The primary purpose of this policy is to guide our relationships with funding bodies including businesses, foundations and major donors. Rewilding Britain welcomes the opportunity to engage with corporate partnerships and other funders where it helps to advance its vision and diversify our income sources. Support can be in the form of donations and grants, skills, cross-promotion or other resources.

Rewilding Britain is registered with the [Fundraising Regulator](#), helping to ensure that organisations raising money for charity from the public do so honestly, openly and legally. We reserve the right to reject support from sources that might compromise our reputation, independence and mission .

This policy is endorsed by the Senior Leadership Team and the Board of Trustees.

## 1. Purpose of Policy

1. To ensure that ethical considerations are taken into account in a consistent way when seeking or accepting financial or other support.
2. To ensure that Rewilding Britain's engagement with donors is in accordance with its [vision](#) and [values](#), its governing documents and its strategic framework.
3. To ensure that Rewilding Britain adopts a consistent and transparent approach to the acceptance of donations from organisations and individuals, and to any corporate partnership or sponsorship.
4. To minimise the risk of any damage to Rewilding Britain's reputation that may result from the acceptance of a donation or of any other association with a donor.
5. To ensure that Rewilding Britain maintains its independence.

## 2. Guiding Principles

1. This policy is available to any donor or prospective donor on request.
2. Rewilding Britain can accept donations from any source but reserves the right to reject a donation from a company, organisation or individual donor whose objectives or activities are clearly incompatible with the organisation's vision, values and charitable purposes as set out in its Governing Documents (CIO 2014) and which risk our reputation, independence and work.
3. If acceptance of a donation is likely to damage Rewilding Britain's reputation, or reduce the chances that others will support, or weaken the organisation more than the money (or other forms of support) would strengthen it, the donation should be refused.
4. There may be occasions in which the risks of accepting financial support may outweigh the benefits to Rewilding Britain's work. In these cases, the staff team will assess the risks and make an informed decision based on the due diligence procedures (section 3), with support from the Finance & Risk Committee. In other cases, we may determine that we can exert a positive influence on such an

organisation, and may decide to work with them in order to seek to influence a change in behaviour or policy.

5. Where an offer of support is dependent on the fulfilment of certain conditions that are not acceptable to Rewilding Britain, the donation should be refused.
6. No form of support or partnership between Rewilding Britain and a corporate enterprise or donor signifies an endorsement of that corporation's or donor's products or services.
7. Rewilding Britain will not accept donations from companies, organisations or individuals whose activities are known to be illegal, that are known to have evaded tax, that have been fraudulent or have violated international conventions.
8. Rewilding Britain will not accept donations from anonymous sources (where we would then be unable to undertake due diligence).
9. The policy applies to all corporate donations, partnerships and sponsorships with Rewilding Britain of any type and of whatever size (including money, gifts in kind, matched funding, time or publicity) and from any source (individual or organisation) whether directly solicited or not. For individual donors the policy applies to donations over £5,000 (and where organisational capacity allows).
10. Scrutiny of donors is generally applied to the first donation from any source and should be reapplied at least every two years. It should also be reapplied when there is reason to believe that there is a change in the status, objectives or activities of the donor. If the organisation in question is a subsidiary of a conglomerate, the policies and practices of the wider group should also be considered.
11. The due diligence process will consider if the company or donor has engaged in any of the activities that would prohibit a relationship with Rewilding Britain within the last ten years.
12. We reserve the right to terminate a partnership for reasons including actual or potential reputational damage, breach of an agreement, legal noncompliance, misuse of our logo or name.
13. Authority for accepting or refusing donations is delegated by the trustee board to staff as detailed in the approval process below, respecting all additional existing policies or requirements for raising funds. Ultimate responsibility for decisions that are taken in accordance with this policy lies with the Rewilding Britain's trustee board.
14. In implementing this policy, Rewilding Britain staff and trustee board must not allow individual or collective personal, political or commercial interests, nor personal views on political or ethical issues, which are not directly related to the interests of Rewilding Britain, to affect their judgement and to be aware that the refusal of a donation in such circumstances might be legally challenged. (Further guidance on trustees' responsibilities in accepting or refusing donations can be found in Fundraising Regulator's "Code of Fundraising Practice").

### 3. Due diligence and decision-making process

All Rewilding Britain staff and trustees have a responsibility to be aware and have a thorough understanding of the ethical issues referred to in this policy. This is required so that we all have confidence in the reputation of the donor/organisation and the provenance of the donation.

Initial due diligence and risk assessment of funding partnerships is delegated to the fundraising team (FR team) with support from the Trustees (Finance & Risk Committee) and the Senior Leadership Team. All significant donations (over £50,000) will be referred to the Finance & Risk Committee.

In the event that a decision is made to refuse a donation, partnership or an approach from a company, organisation or individual, the Trustee board must be informed. A record of all accepted and rejected donations must be recorded for two years.

Ethical issues and due diligence questions for consideration by all staff and trustees are listed below.

#### Approval process

This process applies to all corporate donations, partnerships and sponsorships with Rewilding Britain of any type and of whatever size (including money, gifts in kind, matched funding, time or publicity). For individual donors the policy applies to donations over £5,000 (and where organisational capacity allows).

Question	Action required	Who
<b>1 Gift level (for all donation sources)</b> Is the gift under £5k? Is the gift between £5k-£50K? Is there a red flag for a potential £5k & £50k gift? Is the gift over £50k? or is acceptance of £5k-50k gift unclear?	Accept unless obvious due diligence fail. Full due diligence & recommendation to accept or to refer to SLT if there's a red flag SLT to consider & recommend to accept or to refer to Trustees (F&R) if there's a red flag SLT to make recommendation to Trustees (F&R) to make final agreement on acceptance or refusal of gift	FR team FR team SLT Trustees
<b>2 Employee initiated fundraising activity</b> Is the company passing on donation(s) from one or more individuals (e.g. as a result of a fundraising initiative by the company's staff or as an 'in memoriam' gift) and does not include a contribution from the company?	If YES accept. If NO proceed to Q3.	
<b>3 Illegal activity</b> Is there any reason to believe that the donor/partner is involved in illegal activities?	If YES refuse. If NO proceed to Q4.	

4	<p><b>Value &amp; environmental policy alignment</b></p> <ul style="list-style-type: none"> <li>• Is the potential partner committed to and acting on reducing the environmental impact of their operations?</li> <li>• Are they committed to and taking action on reducing their emissions?</li> <li>• Do they have an environmental policy and sustainability plan?</li> </ul>	<p>If NO refuse - or agree to revisit this in 3 months if it is in development. If YES proceed to Q5. If MAYBE/UNSURE, refer to internal working group (SLT)</p>	
5	<p><b>Risk of conflict with our vision &amp; values</b></p> <p>Is public association with the company/individual and/or its donation likely to lead to a decline in support of Rewilding Britain and/or cause damage to its integrity or professional standards and therefore its reputation? The below non-exhaustive, indicative list of the kind of issues we would consider includes:</p> <ul style="list-style-type: none"> <li>• Poor human rights record</li> <li>• Arms manufacturing (including components), distribution or investment</li> <li>• Unethical labour practices, confirmed or alleged, eg modern slavery</li> <li>• Trade resulting in avoidable loss of biodiversity or habitat or poor wildlife management</li> <li>• Fossil fuel extraction and other excessive climate change impacts</li> <li>• Non-compliance with required legislation, including GDPR, PECR, DPA &amp; Modern Slavery</li> </ul>	<p>If YES refuse. If NO proceed to Q6. If MAYBE/UNSURE, refer to internal working group (SLT)</p>	
6	<p><b>Conflicts of interest or likely future conflicts</b> (refer to Appendix A) Is the company, individual or the sector in which they work the target of a Rewilding Britain policy campaign? Do any activities raise concern? Is there anything about the partnership that may limit our independence or demand exclusivity?</p>	<p>If YES or MAYBE, the decision on whether or not to accept or refuse a donation should be referred to SLT. If the decision is likely to be controversial, the Finance &amp; Risk Committee needs to be consulted.  If NO, accept the donation.</p>	

## 4. Further guidelines & considerations

- Where a corporate partnership is approved after the due diligence process, we will have a written 'contract'/partnership agreement/MOU agreed with and signed by the company (we will not apply this for one-off ad hoc donations below £5,000) .

- This contract is likely to include:
  - a. Clear, agreed aims and objectives for the partnership
  - b. Guidelines for use of logo and any Rewilding Britain brand collateral
    - Use of Trust name, logos and Intellectual Property
    - Appropriate acknowledgement of the partnership (in annual reports, website, sponsorship etc).
  - c. Guidelines for partnership communications and PR (including use of our name, logo, IP) and right to approve statements in recognition of the partnership - see Appendix B for detail
  - d. Budget of any costs and income associated with the partnership where applicable
  - e. Anticipated timescale of the partnership and key milestones
  
- This policy is supported by
  - a. Template partnership agreement contract
  - b. Register of corporate partnerships
  - c. Register of partnerships that Rewilding Britain has refused
  - d. Guidance for use of logo, name and intellectual property.