



British Lung Foundation

Guidelines for working with the corporate sector

As outlined in our *Ethical Fundraising policy* we look to work in partnership with companies who share our aims and objectives, whilst retaining our independence.

We believe it is important to maintain cooperative relationships with companies from a wide range of sectors and industries.

We work with the corporate sector in a number of ways and could consist of one or all of the following:

- Staff fundraising
- Supplier fundraising and fundraising from other stakeholders
- Licensing (*ie use of charity name and/or logo in conjunction with the sale of goods/services*)
- Cause related marketing (*ie a commercial activity by which the business and the charity form a partnership with each other to market an image, product or service for mutual benefit*)
- Sponsorship (*ie cash or in kind paid in return for access to exploitable commercial potential*)
- Payroll Giving
- Donations/matched giving
- Secondments
- Employee involvement and volunteering
- Gifts in Kind
- Royalties
- Affinity relationships
- Events
- Recycling

All potential partnerships and initiatives will be looked at on a case by case basis. The BLF will adhere to all Institute of Fundraising codes of practice to ensure best practice, transparency and accountability and is governed by Part II of the Charities Act 1992.

The purpose of this document is to provide clear practical guidance on how the BLF works with companies in the best interest of the charity and our beneficiaries.

Our over arching principles for partnership working are:

- Integrity and openness
- Maintenance of independence
- Equality of partnership
- Mutual benefit for all parties

Working with the Pharmaceutical and Medical Device sectors

We believe in a strong link between companies that manufacture and market drugs and other treatments and products for those with respiratory illness, in order to foster communications between the people the BLF represents and the companies whose decisions will affect their treatment and quality of life.

The BLF supports the availability of the widest possible range of effective treatments, whether drugs or otherwise, but we do not endorse individual treatments, of any kind. We believe that people living with respiratory disease need the widest possible range of treatment options in order to access those most appropriate to their individual condition and circumstances. We seek to encourage active partnership between patients and health professionals and the discussion of all available options, in the interests of informed choice on the part of the patient.

The BLF will not put itself in a position where it might be perceived to be endorsing or promoting a particular product, service or treatment.

We would expect any pharmaceutical company working with us to adhere to the Association of British Pharmaceutical Industry (ABPI) code at all times.

Key guidelines

1. A written agreement/contract between the company and the BLF will be produced for each joint initiative/partnership
2. A BLF account manager will be assigned to the project/partnership through which all correspondence must be made
3. The BLF will retain full editorial control, maintain copyright over all offline and online materials sponsored by a company
4. Approval must be sought from the BLF whenever its brand (name or logo/s) is used for any internal or external communications, including online or offline
5. Where approval has been sort the BLF brand guidelines must be adhered to at all times
6. The BLF is happy to work with PR, advertising and marketing agencies employed by companies once a joint project or partnership is in progress
7. A company's support will be acknowledged appropriately following discussions with the company concerned
8. All initiatives and partnerships will be regularly reviewed against agreed success criteria

Related documents

British Lung Foundation - Ethical Fundraising Policy