

Bristol Lesbian Gay and Bisexual Forum

Ethical Sponsorship and Advertising Policy 1st Oct 2008

1. Aims of Charity:

To advance the education of the public in all aspects of discrimination suffered by reason of sexual orientation and in particular to relieve lesbian, gay and bisexual people who are in need in such ways that are charitable in law”) and the following specific ‘Powers’:

To challenge homophobia and hetosexism

To promote or carry out research

To provide advice

To publish or distribute information

To co-operate with other bodies

To support, administer or set up other charities;

We seek to “provide a forum for all LGB people, communities and organisations, resident or working in the Bristol area, through which to discuss, challenge and take action intended to resolve issues that arise because of sexual orientation, and to educate and inform of legislation that protects against discrimination of any kind.”

2. Commitment to address ethical issues

We actively seek opportunities to work together with external organisations to achieve shared objectives. However it is vital that we maintain our independence and do not allow external partnerships to bring the name of Bristol Lesbian Gay and Bisexual Forum into disrepute.

Bristol Lesbian Gay and Bisexual Forum therefore (so far as is practical and within the constraints of UK law) seeks:

Sponsorship and/or advertising initiatives that do not compromise the independent status of Bristol Lesbian Gay and Bisexual Forum

to ensure that the activities of organisations we work with are consistent with our organisational values

to work with organisations which serve our community directly or indirectly, and/or support or promote equality.

This policy has been devised to ensure clarity and openness to all our stakeholders, in relation to sponsorship and advertising. We welcome comments, criticism and suggestions as to how these goals can be met.

3. Avoidance criteria

Partnerships with companies involved in any of the following activities will be avoided:

The expression of views or implementation of policies which discriminate against any individual or group because of their sexual orientation, gender, race, religion or belief, disability or age or sexual identity”.

Tobacco manufacture and those who undertake the irresponsible advertising of products that can cause ill-health and/or social damage”

Arms manufacture or distribution, involvement with oppressive regimes, the oppression of worker’s rights, or irresponsible marketing

Environmentally damaging activities or those leading to cultural and social harm to indigenous communities.

4. Engagement

Bristol Lesbian Gay and Bisexual Forum believes that benefits to both partners can be enhanced if the charity partner has an input into the policy development of their partners. To this end, for substantial partnerships of more than 12 months duration, Bristol Lesbian Gay and Bisexual Forum will seek to establish a formal process for consultation on policy development.

5. Written Material

The Bristol Lesbian Gay and Bisexual Forum retains a veto over all materials in connection with any joint activity or initiative. Sponsors should respect the Bristol Lesbian Gay and Bisexual Forum’s house style, and use of language and positive images.

6. Process

Bristol Lesbian Gay and Bisexual Forum will not accept more than £1500 (i.e. 5%) of total income per annum from one corporate partner, or more than £6,000 (i.e. 20%) of total income per annum from commercial organisations, so as not to compromise our integrity. This does not include money raised via employee and customer fundraising as part of any corporate partnership arrangements.

All sponsorship or advertising agreements with a value of more than £250.00 must be approved by the management committee.

Potential funders will be screened through EIRIS/Ethiscore/Corporate Critic Database/Other to provide an independent assessment of funders before a decision is made.

Contracts with partners must permit Bristol Lesbian Gay and Bisexual Forum to withdraw from any partnership where new developments mean that areas of this ethical sponsorship policy become breached.

7. Transparency

A full list of corporate sponsors giving over £250.00 will be maintained on our website.

Bristol Lesbian Gay and Bisexual Forum will communicate its commitment to this policy to the organisation's stakeholders. A copy of this policy will be displayed on our website within 3 months of its adoption.