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## **Working with Funding Partners**

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Diabetes UK is pleased to work in partnership with companies, trusts and major donors and other funding partners where such partnerships support our goal to support all people affected by and at risk of diabetes by generating income and other value to support our work.

Whilst working with partners presents valuable fundraising and awareness-raising opportunities, partnership working also presents some level of risk. The Working with Funding Partners Policy sets the principles by which Diabetes UK will enter into partnerships and ensures that all partnerships are consistent with our organisational aims.

### **Principles for working with major funding partnerships**

- 1) All partnerships will be based on the principles of integrity and openness and will bring benefit to Diabetes UK through funding or through supporting Diabetes UK to achieve its mission.
- 2) All commercial partnerships including employee fundraising relationships with national companies will be subject to a due diligence check to ensure that no unjustifiable financial or reputational risk is taken by Diabetes UK.
- 3) All partnerships with producers and retailers of food and drink products, and with sectors deemed to be higher risk, will be subject to a full risk assessment and approval by the Fundraising Partnerships Approvals Group, or by exception, the Executive Team.
- 4) Any partnership entered into will not compromise the independent status of Diabetes UK. When working with partners with a commercial interest in diabetes we will, where linked to political or campaigning activities, seek to work with a minimum of two partners in order to maintain independence and impartiality.
- 5) Diabetes UK welcomes opportunities to raise funds and awareness through cause related marketing and sponsorship. However Diabetes UK will not directly endorse any third party, its products or services.
- 6) No commercial partnership will be entered into with a company whose product or service is considered to be detrimental to people living with or at risk of diabetes, or any product or service with unsupported claims of positive benefits to those with or at risk of diabetes. All partnerships with products and services with specific links to diabetes will require approval by relevant Directors or the above Approvals Group.
- 7) Smoking can increase your resistance to insulin and affect your control over your blood glucose level and blood pressure, as well as further increasing risk of CVD. This can lead to increased risk of complications for people living with diabetes, and increased risk of developing Type 2 Diabetes. Diabetes UK will not accept funding from the tobacco industry including corporate donations, sponsorship and company matched funding for employee payroll giving and employee fundraising activity. Diabetes UK will also not accept funds from

charitable trusts deriving significant income from the tobacco industry or major donors who have accumulated significant wealth through the tobacco industry.

- 8) In line with our commitment to providing simple, accurate clinical information for people living with or at risk of Diabetes, we will not accept funding from partners involved in making 'pseudo-scientific' claims.
- 9) All commercial partnerships will have a legal contract detailing the terms of the partnership including details of the partnership activity, payment terms, logo usage and approvals procedures.
- 10) All commercial partnerships will be reviewed annually to ensure partnerships continue to be mutually beneficial and that partnership KPI's are being met.
- 11) Diabetes UK will only enter into National Corporate Partnerships, managed by the Philanthropy & Partnerships team with companies who are able to make a minimum annual commitment of £25,000. This does not exclude us from working with partners able to commit funding at a lower level, but these partnerships are at the discretion of the Community Fundraising Team.
- 12) Diabetes UK will not enter into commercial partnerships with sole traders or with companies operating for less than three years.

\*All license agreements are subject to full commercial audits to include expected commercial ROI. Audit outcomes could affect logo charges.

## **Pharmaceutical Industry**

Diabetes UK welcomes positive and transparent relationships with pharmaceutical companies and companies developing and supplying diabetes specific equipment. In addition to the above principles, the following 3 principles govern our relationships with this industry.

- 1) Partnerships will not compromise Diabetes UK's independent status and will comply with ABPI or BIVDA guidelines when applicable.
- 2) In line with our Donation Acceptance and Refusal Policy, we will only accept 5% of voluntary, budgeted income from Pharmaceutical industries in each financial year.
- 3) Diabetes UK will not accept support for activities which lie outside our charitable mission. Where possible we favour the use of a funding consortia based on two or more pharmaceutical companies working together. However, we will enter into strategic partnerships with individual companies if it is deemed to be in the best interest of those with or at risk of diabetes.
- 4) There may be occasions where we will campaign for equitable access to a treatment. Under no circumstances will we accept funding from pharmaceutical companies to support campaigning activity for access to specific treatments. However, inevitably, there may be times when we will campaign for the availability of a treatment produced and promoted by a pharmaceutical company from which we have received funding in the past.

Diabetes UK generates revenue through advertising from print and online publications. All advertisers are subject to the above principles.

As a standard we do not share our data with third parties. If the partnership involves any data exchange this will be done securely and with the consent of all affected and involved.

For the avoidance of doubt, our work with research funders such as NIHR and with statutory funders is not included in the scope of this policy statement.

Related documents:

- Fundraising Partnerships Approval Process
- Acceptance and Refusal of Donations policy