

Donor, supporter and sponsor relationship policy

1 Policy Statement

Imperial War Museums (IWM) is pleased to work in partnership with external organisations, individuals and groups to achieve our short, medium or long term objectives as part of our mission and vision (see www.iwm.org.uk) IWM is very grateful to all its supporters for their generosity.

2 Key principles

- 2.1 We seek to ensure that those we work with and the ways that we work with them are consistent with our values, mission and plan.
- 2.2 All relationships will be based on the principles of integrity and openness, independence, partnership, and benefit for all concerned.
- 2.3 Sponsor and donor partnership initiatives will not compromise the reputation of IWM. If there is a possibility that the reputation or credibility of IWM will be jeopardised, we will review the risks versus the potential benefits and may decline or withdraw from the initiative.
- 2.4 Sponsor and donor partnership initiatives will be carried out in line with relevant IWM policies, position statements and protocols.
- 2.5 Sponsor and donor partnership initiatives must not be counterproductive to or in competition with any other activities being progressed by IWM.

3 Corporate and other partner organisations

- 3.1 The partner involved in the initiative will operate within the law.
- 3.2 IWM partners should not themselves be funded by individuals or organisations that have breached the principles of this policy. Partnership agreements will require that partners give an undertaking to the IWM to follow the principles of this policy. Partners must refer any novel or contentious matters in the funding, or management, of a joint initiative to the IWM.

4 Use of the IWM name, brand and resource

IWM does not endorse, accredit or approve products, services, initiatives, companies or industries. Any activity or promotion deemed appropriate does not mean that IWM endorses the product and a statement to this effect will be included alongside branding associated with products, as appropriate.

5 Research and Due Diligence

- 5.1 To ensure the best outcome for our donors and for IWM, all possible risks connected to a donation/sponsorship must be looked into. As part of this, due diligence research is undertaken into the specific individual, company or trust who we are proposing to approach.

- 5.2 Prior to an approach to a prospective funder, they will be subject to an initial screening which incorporates a search of publicly available material designed to highlight potential areas of controversy or concern. This will normally include a combination of adverse news searches using internet search engines, a registry check (both with Companies House data and reasonably available international registries) and checks in PEPs (Politically Exposed Person) and sanctions databases.
- 5.3 If any concerns arise, the results of the initial screening will be reviewed by senior staff (Executive Head of Development) who may request more detailed research to be undertaken. Professional research firms and due diligence providers could also be used when appropriate. The advice and opinion of individuals who have knowledge of the specific potential funders, commercially or personally, will also be sought.
- 5.4 All information that is processed and gathered during this screening will be treated sensitively and in compliance with relevant data protection regulations. See the IWM Privacy Notice for more details <https://www.iwm.org.uk/corporate/policies/privacy>.

6 Approval processes

- 6.1 When provided with necessary donation and/or due diligence information, Trustees and their delegates must take all decisions relating to acceptance/refusal of donations in the best interests of IWM, having due regard to any potential conflict of interest and any associated costs.
- 6.2 Guidance issued by the Institute of Fundraising, and cited by the Charity Commission, states that Trustees and their delegates must not allow their individual views on political or ethical issues which are not directly related to the interests of the organisation (IWM) to affect their judgement.
- 6.3 Internal risk management, approval processes and due diligence exist to ensure that all relevant staff agree that the proposed activity meets IWM objectives.
- 6.4 The Director-General has delegated approval to accept or refuse donations and sponsorships up to £1,000,000. Donations and sponsorships in excess of £1,000,000, or any which are potentially novel or contentious, or may generate undue influence, require approval from the Board of Trustees.
- 6.5 In the event of a specifically quick decision being required, regarding donation acceptance, the Chair and Vice Chair of the Board of Trustees, in addition to the Chair of the Board of Trustees' Audit Committee, will be provided with the necessary donation and/or due diligence information electronically and are able to make a decision through email.

7 Transparency, reporting and monitoring

- 7.1 IWM does not publish the financial details of partnerships with individuals or organisations without their prior permission. However, donors will be recognised in the IWM's annual report and annual review, subject to permission.
- 7.2 The IWM is subject to the Freedom of Information Act (FOIA) and may therefore be required to release information to third parties upon written request, unless subject to one of the exemptions under FOIA.
- 7.3 IWM reserves the right to cease and withdraw from any activity or relationship immediately if the partner acts in a way detrimental to the reputation of IWM. A clause will be included in all contracts, enabling IWM to terminate the agreement without notice if an Act of Default is committed.

- 7.4 If, after entering into agreement with a donor, it then comes to light that, in the Trustees' and their delegates' opinion, the donor operates in a manner materially in conflict with this policy, IWM will cease to accept any income and may return any donations or funds from that donor.
- 7.5 When working in the name of IWM, it is the responsibility of all staff, trustees, voluntary groups and volunteers to ensure that these principles, criteria, limits and internal procedures are fully adhered to.
- 7.6 All restricted or designated donations will be used for the purposes for which they are given. If necessary due to programme or organisational changes, alternative uses will be discussed where possible with the donor or the donor's legal designate. If no agreement can be reached with the donor or his/her legal designate about alternative uses for a restricted or designated donation, IWM will return the unexpended portion to the donor. If the donor is deceased and IWM is unable to contact a legal designate, the donation will be used in a manner that is as consistent as possible with the donor's original intent.

8 Ownership and Review

This policy is owned by the Director-General.

It was agreed by the Board of Trustees on 20 September 2018.

Date of next review: September 2023.