

# **Donor, supporter and sponsor relationships 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](http://www.iwm.org.uk)) IWM is very grateful to all its supporters for their generosity, as without the income from such relationships much of the work of IWM would not be viable.

## **2 Key principles**

- We seek to ensure that those we work with and the ways that we work with them are consistent with our organisational values, mission and plan.
- All relationships will be based on the principles of integrity and openness, independence, partnership, and benefit for all concerned.
- 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.
- Sponsor and donor partnership initiatives will be carried out in line with relevant IWM policies, position statements and protocols.
- 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**

- The partner involved in the initiative will be committed to operate within the law.
- IWM partners should not themselves be funded by individuals or organisations that have breached the principles of this policy. Partnership agreements should require that partners give an undertaking to the IWM to follow the principles of this policy. Partners should 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. (Refer to IWM visual identity policy.)

## **5 Approval processes**

- The Board of Trustees is responsible for all decisions relating to the acceptance or refusal of donations. Trustees and their delegates must take all decisions relating to acceptance/refusal of donations in the best interests of the Museum, having due regard to any potential conflict of interest and any associated costs.
- Internal risk management, approval processes and due diligence exist to ensure that all relevant staff agree that the proposed activity meets IWM objectives.
- The Director General has delegated approval to accept or refuse donations and sponsorships in excess of £50,000. Donations and sponsorships in excess of £250,000, or any which are potentially novel or contentious, or may generate undue influence, require approval from the Board of Trustees.

## **6 Transparency, reporting and monitoring**

- All income received from external organisations (including gifts in kind) will be reported to the Board of Trustees annually on a financial year basis in order to ensure compliance with this policy.
- 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.
- 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.
- 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.
- If after entering into agreement with a donor it then comes to light that, in the trustees' 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.
- 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.

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.

## **7 Ownership and Review**

This policy is owned by the Director-General.

It was agreed by the Board of Trustees on 8 July 2009

Date of next review: 2014