

# BAPAM Ethical Fundraising Policy



Category	Policy
Summary	BAPAM's Ethical Funding Policy is designed to ensure that our resource needs are balanced against our principles, and to protect the organisation from financial, reputational or other harm arising from fundraising. The Policy broadly defines a set of principles that can be used to evaluate how we respond to funding opportunities.
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Distribution	BAPAM Board of Trustees & Staff BAPAM Website
Related documents	BAPAM Strategic Plan
Author	Dr Deborah Charnock, Chief Executive
Further information/contacts	

## **1. BAPAM mission and vision**

The majority of highly trained performing artists will, at some point in their career, experience a health problem or injury affecting their ability to perform. BAPAM was founded in the 1980s with the vision that all performing artists in the UK should have access to good quality health information and care which enables them to work in a healthy performance environment and to pursue long, fulfilling and healthy performance careers.

BAPAM's mission is to enable student and professional performers throughout the UK achieve and maintain optimal health for performing their art and participating in cultural life. We do this primarily by providing information through our free telephone and online information service and confidential health assessments. Our London and Regional clinics provide performers with access to one-to-one consultations with a health professional with a special interest in Performing Arts Medicine. Our clinicians include doctors (general practitioners, consultant rheumatologists and orthopaedic surgeons), physiotherapists and psychosocial to provide performers with in-depth insights into their health issues and performance practice, advice on managing their condition and, where necessary, signposting and referral to appropriate support and therapeutic services including NHS professionals and practitioners registered on our Directory.

We are committed to providing free and low cost information, assessment and referral services to ensure performers have access to the help they need regardless of their financial or social background. This ensures that many skilled performers can continue to perform and work, and also ensures BAPAM staff and clinicians have contact with diverse performers for the continued development of our expertise in the field of Performing Arts Medicine.

We also have a broader educational role, and provide regular seminars and workshops for health professionals, teachers and performers on performer health care and healthy performance practice. This work has included a successful collaboration with University College London (UCL), to establish the world's first MSc in Performing Arts Medicine.

## **2. Rationale for fundraising**

BAPAM's Strategic Plan 2014-16 identified the need to build sustainability. Towards this end, BAPAM will develop new sources of income including: donations and grants from individual clinic patients, supporters and Friends, educational organisations, charitable funders and industry supporters; sponsorships from commercial associations, and transactional relationships with businesses; and fees and subscription schemes for education and training services individuals and organisations in the health, arts and education sectors.

## **3. Key Issues for the Organisation to consider about accepting funds**

BAPAM's Ethical Funding Policy is designed to ensure that our resource needs are balanced against our principles, and to protect the organisation from financial, reputational or other harm arising from fundraising activities. The Policy broadly defines a set of principles that can be used to evaluate how we respond to funding opportunities.

BAPAM has a responsibility to its stakeholders (internal and external) to consider ethical issues that may arise in working with or accepting funding from an organisation/ individual and any associated risks that may arise. BAPAM's Board of Trustees is responsible for decisions about accepting and acknowledging all offers of support, and for ensuring that BAPAM operates a culture of openness in all its funding relationships and arrangements.

Partnerships are very important to BAPAM. We gratefully receive support from a wide variety of sources, including businesses and commercial sponsors, and accept this funding because it is intended to enable us to deliver our services. We will acknowledge our partners according to their level of support (current protocol is outlined in the Appendix), and actively develop relationships with external organisations and individuals in order to achieve shared objectives.

#### **4. Key aspects of BAPAM's fundraising policy**

1. BAPAM seeks, as far as is practical and within the constraints of UK law to:
  - Develop initiatives that do not compromise the independent status of the organisation through clear articulation of the principles of its activities, based on the needs of its beneficiaries and independent of any funding opportunities.
  - Ensure that the activities of funders and the individuals it works with are consistent with the organisation's own values.
  - assess sponsors, relationships with commercial partners and other bodies individually following these core principles:
    - the relationship must align with or aspire to our vision and values which include promotion of performer health and well-being, equality of opportunity and non-discriminative practices
    - It should positively reinforce the integrity and reputation of BAPAM
    - by accepting funding from commercial partners, BAPAM does not endorse the products or services provided by these partners.
2. BAPAM will not accept any funding from businesses, organisations or individuals directly involved in activities that run contrary to our overall charitable objectives. It is impossible to produce an exhaustive list of the areas BAPAM would consider to be contrary to its overall aims. However, expect our funders to conduct their business according to shared ethical, social and environmental concerns standards. BAPAM reserves the right to decline or terminate any funding arrangement which compromises our standards and principles.
3. BAPAM accepts **statutory funding** if available because it is intended to promote work that contributes to our aims and because it is necessary to our operations. We recognise, however, that those bodies are not necessarily ethical just by virtue of being statutory funders. In recognition of this, BAPAM attempts to promote good practice by disseminating this policy. In return, we may ask for ethical policies from statutory bodies that offer to fund us. In accepting these funds, BAPAM does not commit to an endorsement of the funder.
4. BAPAM accepts funding from **Charitable Trusts and Foundations**, but recognises that, simply being registered with the Charity Commission does not necessarily mean that organisations are ethical givers. BAPAM will therefore not knowingly accept money from a charitable Trust whose activities run contrary to our aims, or whose controlling, holding or founding company's activities run contrary to our aims. An exception may be a Trust that BAPAM considered to be making a genuine effort to re-adjust its operations in line with principles and values outlined in this policy document. In accepting funds, BAPAM does not necessarily endorse the funder.

5. As a policy for determining BAPAM's acceptance of a gift or funding, or enter into any kind of partnership, we commit to undertaking due diligence background research into the organisation/individual in question, which would include considerations such as:
  - Is the organisation/individual part of a larger group?
  - What are its motives for giving?
  - Is it financially sound?
6. BAPAM will consider any obligations that are included within a funding gift – in the case of individuals or companies this could include naming rights (including levels of gifts and size of acknowledgement on publicity/print).
7. BAPAM welcomes funds arising from the proceeds of concerts and events offered by individual performers, including beneficiaries of our work. Performers wishing to promote events as fundraisers for 'BAPAM' must inform us in advance and must provide clear information about the financial arrangements and the proportion of proceeds intended for BAPAM. They may be entitled to use the BAPAM logo on publicity materials at our discretion. BAPAM cannot be held responsible for any financial issues arising from events that have not been approved by us.
8. BAPAM will ensure that it undertakes a thorough background check on an individual or organisation to ensure that there is nothing within their activities, whether current, past or planned, that would contravene the aims of the organisation or harm its beneficiaries or reputation. BAPAM recognises that it would be time consuming and potentially counter-productive to assess every donation it receives against the terms of this policy, whether from individuals or organisations. BAPAM has decided that donations above £5,000 from a single individual or organisation in any one year should be subject to the scrutiny outlined in this policy including, wherever possible, donations which are credited anonymously.
9. BAPAM works to maintain accountability, and open and honest relationships with all its partners. We regularly monitor and evaluate our work. BAPAM will assess its relationship with any new donor, sponsor or funder based on the principles set out in this policy document, and review relationships on a regular basis.
10. This statement of policy is meant as a working guide for BAPAM. Any final decisions will be governed by the Board of Trustees. It is the duty of the Board to advise of any potential conflicts of interest with regards to funding or partnerships, and for the Board to act in the best interests of the organisation at all times.

*Version 1.0 = December 2015. Provisionally endorsed by the BAPAM Board of Trustees pending completion by D Charnock and working group (Margaret Bowler, Clare Jackson, Dan Hayhurst).*

*Version 1.1 = 18 May 2016*

*Review date = May 2016*

## Appendix: Acknowledgment of support and funding (from 1 June 2016)

### Unrestricted Grants & Donations

Individuals and organisations providing unrestricted grants towards our core activities and overheads will be acknowledged as outlined below. Figures relate to the total provided during BAPAM's financial year.

#### A. £20,000 or over: Principal Partner

The individual or organisation may have their support acknowledged as follows:

- Name and logo on all BAPAM promotional materials for 12 months
- Logo with direct link through Home page of BAPAM's website for 12 months
- Name in financial breakdowns in BAPAM's full and summary Annual Reports.

#### B. £5,000 to £19,999: Partner

- Logo with a direct link through Home page of BAPAM's website for 12 months
- Name in financial breakdowns in BAPAM's full and summary Annual Reports

#### C. Less than £5,000: Supporter

- Name and contribution acknowledged on a 'Supporters' page of the Website for duration of financial year

Supporters are not entitled to have their details or logos included on any publications, or on the main part of the BAPAM website.

### Project Grants, Restricted Funds, 'Support in kind'

Individuals or organisations providing BAPAM with restricted funds for a specific project, event or activity, including 'support in kind' (e.g. provision of a free or discounted training venue) will have the value of their support acknowledged as outlined above. Partner-level support will also be acknowledged on all publicity and materials relating specifically to the project.

The same guidelines apply to individuals or organisations supplying resources (e.g. IT or medical equipment). Details of the supplier will be also displayed on the equipment or resource for at least 12 months after supply.